

# Starchroom Laundry Journal

First in the Laundry Industry Since 1893

JUNE, 1957

## TOTAL ERROR CHECKS-BY TYPE OF ERROR-BY PLANTS

PLANT NO.	BREAD LIFE	SHIRTS BUNDLE	FINISHING	WRINKLES	SPOTS	SURFACE DIRT	FUSED	FR. CUFFS NOT FOLDED OR CLIPPED	POCKETS NOT CLEANED INSIDE	MISSING BUTTONS NOT REPLACED	TOTAL
1	1	1	5	1	3					3 (4)	13
"	2	1	5					1	4	6 (2)	20
"	3							1			4
"	4	1								5 (6)	15
"	5										20
"	6										14
"										8	15
"										10	16
"										6	17
"										5	20
TOTALS										4676	154

70% 30% 77%

Few housewives bake their own bread these days. Vian Silliman, director, Bureau of Laundry & Dry Cleaning Standards, attributes this to three factors which may also make shirt laundering an obsolete task for modern homemakers. See story page 30

**Why laundries fail: an exclusive  
report by Dun & Bradstreet**

**Laundry building program booming;  
three case histories cited**

*This is the one you've heard about:*

# HURON INSTANT STARCH

**... the only "INSTANT" that gives you wheat-quality starching with every load!**

Years of research in starch chemistry and extensive testing in many commercial plants prove it... H. I. S. is the guaranteed, convenient way to get and keep HIS shirts, THEIR bundles!

Introducing new HURON INSTANT STARCH! After supplying professional laundries for over thirty-five years with VELVET RAINBOW . . . the standard by which the industry has long judged *all* starching . . . Huron has succeeded in putting this same high quality into convenient "instant" form.

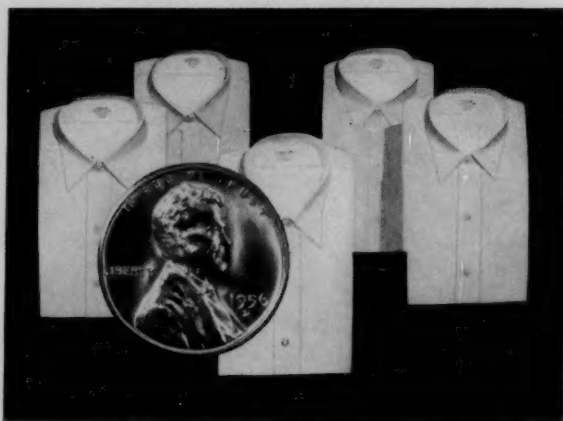
HURON INSTANT STARCH is the only instant formulation that produces wheat-quality finished work every time. It gives shirts, uniforms and other pieces a feel and appearance comparable to those delivered by famous VELVET RAINBOW cooked starch.

Huron is so confident that you'll get consistently fine results with H. I. S. that we make you this unconditional offer:

Try one drum of HURON INSTANT STARCH. If you are not perfectly satisfied with its quality, the full price will be immediately refunded. No questions, no "ifs", "ands" or "buts" . . . remember, you're dealing with Huron.

Call or write Huron or your laundry supply jobber today! Easy-to-handle H. I. S. is packed in both 100-lb.

and 225-lb. drums. Full use directions are included. You'll get and keep more of HIS shirts, THEIR family bundles, too, with convenient H. I. S.



**ECONOMICAL:** At the recommended usage of one pound to every 100 shirts, HURON INSTANT STARCH finishes five shirts for about one penny of cost.

## HURON INSTANT STARCH



### HURON MILLING DIVISION

Virginia Cellulose Department

**HERCULES POWDER COMPANY**

Wilmington 99, Delaware

Sales Offices: 380 Madison Avenue, New York 17, New York; 332 South Michigan Avenue, Chicago 4, Illinois; 120 Montgomery Street, San Francisco 4, California.



STARCHROOM LAUNDRY JOURNAL, June 15, 1957. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 43rd Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume LXIV, No. 6. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

It gives me  
**EVERYTHING !**

says Ed Gieske, Barrington (Ill.) Laundry  
after doing 8,000 beautiful shirts on the

Bishop  
**LAYBACK** T.M.  
**Collar-Former**

PAT. APPLIED FOR

*The Non-Crush, Flat-Pak  
Spring-Back Method*

**A BETTER-LOOKING MORE-COMFORTABLE SHIRT**

"Whether it's a sport shirt like this, or a dress shirt,  
it has a finer appearance and a better-fitting collar"

**BIG SAVINGS IN PACKAGING**

"Up to 48% reduction in shell  
sizes, and I cut out collar  
supports, shirtbands and shirtboards"



**SOMETHING NEW FOR STRONGER**

"Routemen are enthusiastic . . .  
they like to tell customers about  
all the new features of our  
Collar-Comfort Shirt Service"

**SELLING**



**INCREASED PRODUCTION**

"This was a bottleneck. Now the  
folder even waits for shirts."



You, too, can have the  
new "lift" to quality, sales  
and profits which the Bishop  
"LAYBACK" Collar-Former provides.

**FOR FULL FACTS, TURN THE PAGE . . .**



© 1957 B. D. F. Co.

**BISHOP DAVID FREEMAN CO.**

MFRS., EVANSTON, ILLINOIS, U.S.A.

FOR SOUTHERN MILLS ADVERTISEMENT,  
USUALLY FOUND HERE, SEE PAGE 5

it's the **SHIRT**  
**SENSATION!**

Bishop  
**LAYBACK** T.M.  
**Collar-Former**

PAT. APPLIED FOR

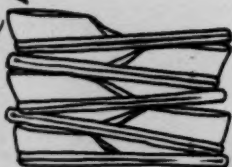
*The Non-Crush, Flat-Pak  
Spring-Back Method*

***YOU** get...*

up to **50% SAVINGS**  
IN SHIRT-PACKAGING COSTS!

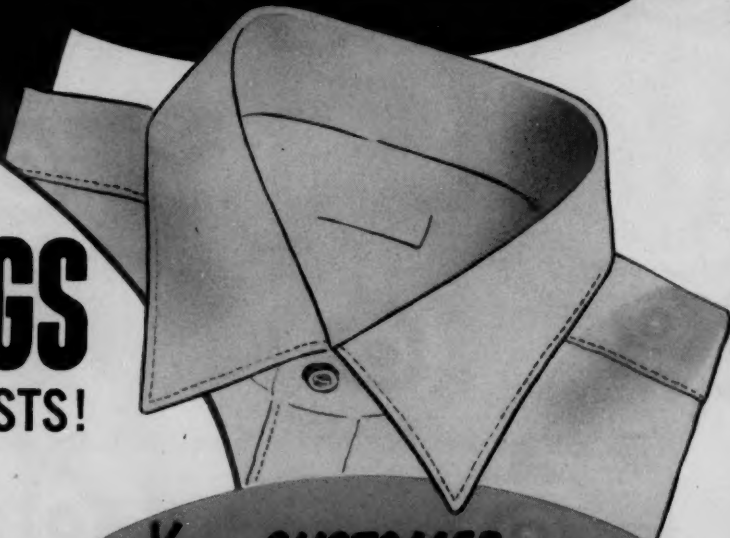
5 FLAT-PAK  
SHIRTS ONLY  
5 IN. HIGH

5 OLD-STYLE  
SHIRTS NEED  
9 1/2 INCHES



More shirts per box or shell...  
More shirts per shelf or truck!

***Finish BOTH**  
on the same unit*



*Your CUSTOMER gets...*

**COLLAR-COMFORT**  
*all day long!*



DRESS  
SHIRTS

SPORT  
SHIRTS

Collars fit neck neatly in back  
Rest low in front for more neck-freedom  
Collar points lie flat... not curled

*plus* **CONVENIENCE!**

More shirts in his grip  
when he  
travels



More shirts in his  
dresser drawers  
at home



FOR ALL MAKES  
AND MODELS OF  
AUTOMATIC or MANUAL  
Shirt-Folding Tables.

BISHOP  
**LAYBACK**  
COLLAR-FORMER



**BISHOP DAVID FREEMAN CO.**

MFRS., EVANSTON, ILLINOIS, U.S.A.

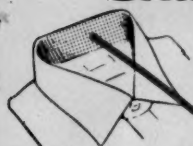
**ORDER FROM YOUR JOBBER**



**BISHOP'S *Exclusive* LAYBACK**  
**FEATURES GIVE VIBRANT**  
**QUALITY FOR *Salespower***  
**TO BUILD SHIRT VOLUME!**

*The ONLY unit for  
 semi-flat collars  
 that's backed by  
 3-YEAR'S  
 PROOF in  
 actual  
 use*

① A BISHOP *Exclusive*  
**Irons inside  
 of collar across  
 entire width**



No rough-dry  
 to irritate  
 the neck

② A BISHOP *Exclusive*  
**Irons yoke  
 under collar**



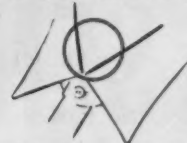
for added  
 comfort at  
 back of  
 neck

③ A BISHOP *Exclusive*  
**Firmer rounding  
 under higher heat  
 prevents crushing**



Makes collar  
 "spring back"  
 when shirt  
 is unpacked

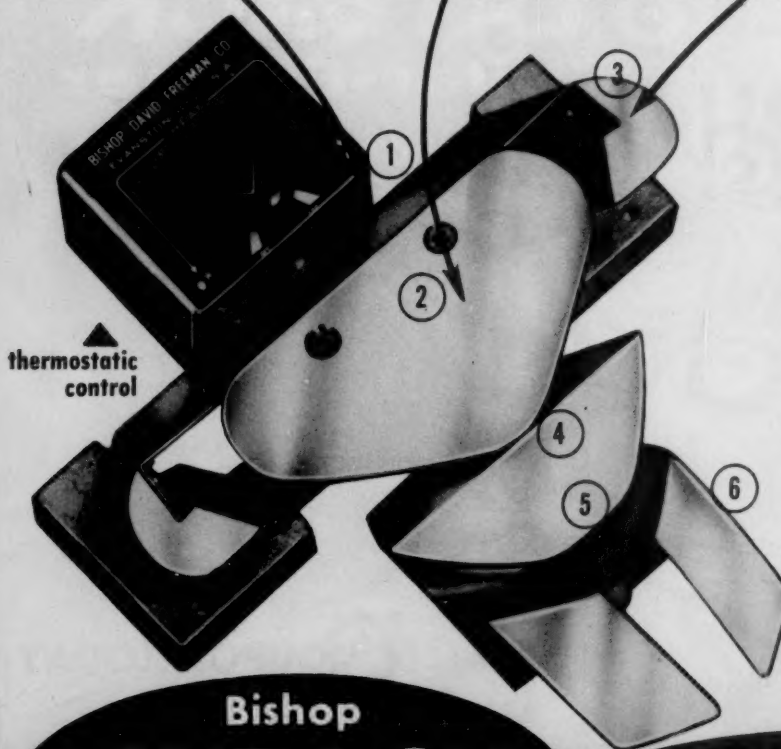
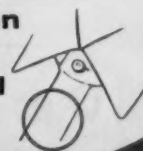
④ A BISHOP *Exclusive*  
**Greater "Neck-Ease"**  
 Collar rides  
 low in front,  
 hugs neck  
 in back



⑤ A BISHOP *Exclusive*  
**Irons the button area**  
 "Crowsfeet"  
 are reduced  
 by design of  
 Front Block



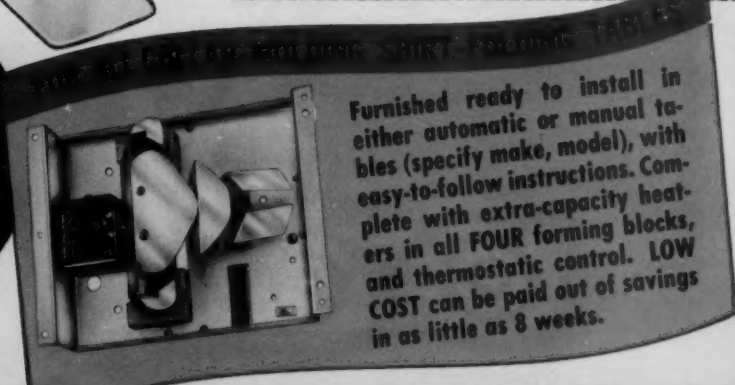
⑥ A BISHOP *Exclusive*  
**Buttonstrip lies flat**  
 Front-Block design  
 prevents bulging  
 on both dress and  
 sport shirts



thermostatic  
 control

**Bishop**  
**LAYBACK<sup>T.M.</sup>**  
**Collar-Former**

*The Non-Crush, Flat-Pak  
 Spring-Back Method*



Furnished ready to install in  
 either automatic or manual ta-  
 bles (specify make, model), with  
 easy-to-follow instructions. Com-  
 plete with extra-capacity heat-  
 ers in all FOUR forming blocks,  
 and thermostatic control. LOW  
 COST can be paid out of savings  
 in as little as 8 weeks.



**BISHOP DAVID FREEMAN CO.**

MFRS. EVANSTON, ILLINOIS, U.S.A.

**ORDER FROM YOUR JOBBER**

...and now,  
**SEND FOR THE**  
*Money-Making*  
**FACTS**

about **BISHOP'S**

**SHIRT  
 SENSATION!**

**DON'T MISS THE  
 THREE PRECEDING  
 PAGES!**

Bishop

**LAYBACK<sup>T.M.</sup>**  
**Collar-Former**

*The Non-Crush, Flat-Pak  
 Spring-Back Method*

PRINTED IN U.S.A.



**BISHOP DAVID FREEMAN CO. MFRS.**  
 1600 Foster Street, Evanston, Ill.

Please Rush complete information about the Bishop LAYBACK Collar-Former — and how the Non-Crush Flat-Pak Spring-Back Method will increase my quality and profits.

PLANT \_\_\_\_\_

BY \_\_\_\_\_ TITLE \_\_\_\_\_

STREET \_\_\_\_\_ CITY \_\_\_\_\_

OUR SHIRT-FOLD  
 TABLE IS A \_\_\_\_\_ MODEL \_\_\_\_\_  
 (Make)

NAME OF  
 OUR JOBBER \_\_\_\_\_ HIS  
 CITY \_\_\_\_\_

*Mail* **COUPON TODAY  
 AND SEE:**

**HOW YOU CAN BOOST QUALITY**

**HOW YOU CAN CUT  
 PACKAGING COSTS UP TO 50%**

**HOW YOU CAN BUILD VOLUME  
 WITH OLD & NEW CUSTOMERS**

# CHECK THESE 3 FEATURES

## BEFORE YOU BUY BASKETS

1

**CONSTRUCTION:** All-steel frame made of high carbon, spring steel rods... resistant to bending. Bodies made from extra heavy cotton duck with smooth hard finish.



2

**WORKMANSHIP:** Smooth and finished... so as not to snag the softest fabrics. Double inspection assures correct function of skids, casters, handles and reinforcements.

3

**PERFORMANCE:** Sturdier, longer lasting... will stand up longer under heavy traffic and handling. Designed for easy operation... rubber casters roll smoothly on self-lubricating bearings.



### COTTONBLOSSOM

Baskets, Trucks, Hampers... the only carriers on the market that combine these 3 features.

SOUTHERN MILLS  
LAUNDRY TEXTILES  
ARE SOLD EXCLUSIVELY  
THROUGH  
SUPPLY DISTRIBUTORS

### SOUTHERN MILLS, INC.

585 WELLS STREET, S. W., PHONE JACKSON 4-1991, ATLANTA 3

10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54

1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21

4924 Greenville Avenue, Phone Emerson 8-4377, DALLAS 6

233 Broadway, Phone Beekman 3-9260, NEW YORK 7



# Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

VOL. LXIV, NO. 6

JUNE 15, 1957

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Postmaster: Mail Form 8579 for undeliverable copies to 305 East 45th Street, New York 17, N. Y.



### It's a Girl!

We'd like to boast a bit about our recent good fortune. (The "we" and "our" in this case meaning my wife, Irene, and I.)

We are delighted to announce the birth of a baby daughter, our first, at Stamford (Connecticut) Hospital, May 13 at 7:21 a.m. Her name is Carol Ann.

Here are some of the vital statistics: Weight, 8 pounds 12 ounces. And 21 inches long. Color of hair: dark. Has Mommy's eyes, ears and nose; Daddy's chin, mouth and forehead. She's really unique. And, best of all, she's ours. Both mother and daughter are doing fine.

Future plans call for splitting all love three ways and having loads of fun together. We haven't decided yet as to what school Carol Ann will go to, or what she'll study, or who she'll marry. But from impressions gathered thus far, we rather suspect that Carol Ann will make up her own mind on these matters.

Irene and I would like to thank all of you who have been so kind as to express interest and congratulations in our family building program.

May has been a boom month for cigar manufacturers so far as our New York office is concerned. Staff artist Don Iyeki and his wife, Fusaye, also announced the birth of their first child, a boy, Marc, on May 3. And our Eastern Advertising representative Jim Nolan and his wife, Rennie, welcomed their second child, a girl, Jill Ann, May 17. We're proud to be in such good company.—Henry Mozdzer

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.



All colors...in all sizes...all of the time...

Best for  
visual  
identification

Best for  
quality and  
performance

GIBRALTAR  
**"NEW GOVERNOR"**  
NYLON KNITTED NETS

colors:

Comes in choice of  
six colorfast stripes:

RED • GREEN • GOLD  
BLUE • BROWN • BLACK  
and all WHITE

**GROMMET GRIP**

New plastic-reinforced grommet  
adds life to nets; permits quick  
pinning; nets open to full width.

THEY'RE GIBRALTARIZED —

This means they're pre-shrunk to retain  
shape and size for life of net.

KNITTED, HEAVY CONSTRUCTION —

for long life and rough handling.

GUARANTEED NOT TO OPEN AT SEAMS —

double-sewn with overlock and lock stitch.

SIZE FOR EVERY NEED —

14 x 20   21 x 36   21 x 33   28 x 36  
18 x 30   24 x 36   30 x 40

There is no better net on the market  
at any price.

All Gibraltar Products are sold by  
leading distributors everywhere.

**GIBRALTAR FABRICS, INC.**

254 - 36th Street, Brooklyn 32, N. Y.

*Coming in October*

**GUIDE TO**

# **LAUNDERMATION**

**STARCHROOM LAUNDRY JOURNAL**

**1957 GUIDEBOOK**

BIGGER PROFITS through GREATER EFFICIENCY will be the theme of the JOURNAL's big 1957 GUIDEBOOK, coming to subscribers in October.

They've asked for it, as they ask for the themes of all our GUIDEBOOKS, and plans for it have been on the drafting boards for months.

Now, for the first time in the industry, with "LAUNDERMATION," laundrymen will have a complete manual for spotlighting inefficiency and for doing something about it.

High-and-mighty terminology? Not at all. In the JOURNAL's customary style—easy to read, easy to follow, easy to apply, and with lots of working photographs and drawings—"LAUNDERMATION" will show you where and how to

- handle more volume with your present labor force
- make maximum use of your current equipment—and from modern, improved, automatic equipment you'll add
- depend more on machinery and less on trained employees
- streamline your operation for economy and efficiency
- eliminate unnecessary steps and combine others
- change and improve their sequence
- simplify your processing
- cut to the bone such time-wasters as walking, choosing, reaching, lifting, holding
- shrink costs to the minimum
- do more business and make more money!

Today's equipment—the equipment that makes "LAUNDERMATION" possible—will get a generous share of treatment in the issue too.

In effect, the JOURNAL's 1957 GUIDEBOOK becomes an "efficiency-expert" in your plant—working as many hours a day and for as long as you need him—to help you do a bigger, better laundry business—and more profitably!

*Plus*



# **THE 1957 GUIDEBOOK OF THE LAUNDRY INDUSTRY WILL BRING YOU YOUR OPERATING GUIDE . . .**

page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production—a ready source of up-to-the-minute reference material for day-in, day-out use.

*Plus*

## **YOUR COMPLETE BUYERS' GUIDE**

**The Industry's Only Complete, Standard Directory With Well Over 15,000 Items of Helpful Buying Information including Your**

### **Classified Directory—**

Listing all kinds of laundry equipment and supplies by product . . . with manufacturers of each . . . A constant, easy-to-use, ready reference on who makes it and sells it.

### **Trade Name Directory—**

Alphabetical listing of Trade Name Products and their manufacturers . . . A quick means of tracking down the source of "Trade Name" equipment and supplies.

### **Manufacturers' Directory—**

Alphabetical listing of manufacturers and their home office addresses . . . Full information on

where to contact companies listed in the Classified and Trade Name Directories.

### **Local Buyers' Guide—**

Geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . A practical direction-finder for contacting the nearest sources of equipment and supplies.

### **Detailed Buying Information—**

Supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . Providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services.

**All this in the JOURNAL's 1957 GUIDEBOOK—THE FIELD'S ONLY GUIDEBOOK ISSUE!**

## **STARCHROOM LAUNDRY JOURNAL**

First in the Laundry Industry Since 1893

**305 East 45th Street, New York 17, N. Y., OREGON 9-4000**

# NEW PRODUCTS and LITERATURE

## Heat Exchangers Offered



Whitlock Manufacturing Co. has announced a new line of Hi-Transfer Exchangers available in a wide range of sizes to fill all ordinary requirements. The new Hi-Transfer Exchangers are designed to assure maximum heat transfer with minimum pressure drop. The shell and tubes are made for working pressures of 75 pounds and are tested at 115 pounds. All parts and exchanger units are completely interchangeable to permit fast, easy installation and servicing.

Bronze bonnets and tube sheets, seamless copper shells, Admiralty tubes and brass baffles provide maximum corrosion resistance and long equipment life, according to the maker. Zinc anodes are also available when required for specific applications.

Parts are readily accessible to facilitate maintenance. The tube bundle can be inspected by removing the bonnets, and the tubes can be cleaned easily because of the straight tube design.

For recommendations or descriptive bulletins write to Whitlock Manufacturing Co., 90 South St., Elmwood, Hartford 10, Conn.

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

## P & G Releases New Folder

A standard washing formula has been prepared in an easy-to-read form by Procter & Gamble. The formula uses Matched Team Detergency with Bilt and Orvus Hytemp Granules. The booklet also includes helpful operating tips covering various phases of the laundering cycle.

For a copy write to The Procter & Gamble Distributing Company, P. O. Box 599, Cincinnati 1, Ohio.

## Folder Describes Halox



Wyandotte Chemicals has issued a three-page, two-color folder about its new product, Halox. It covers: elimination of iron discoloration, regeneration of soap on bleach bath, and reclaiming of mildewed linen in which soap use is said to be cut up to 60 percent.

Featured in the folder are the results of the Wyandotte Apache-Halox washing formulas for reclaiming mildewed linen in the washing operation. A United States patent has been applied for.

Copies of Form F-2345 are available from jobbers, from local Wyandotte representative or from Wyandotte Chemicals Corporation, Wyandotte, Mich.

## New Half-Ton Chevrolet

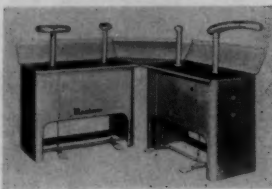
Chevrolet Motor Division is offering a new cab and chassis long-wheelbase model in its half-ton series. The new 123-inch wheelbase unit is designed principally for users needing extra frame length to mount specialized larger dimension

bodies for light but bulky loads. According to James E. Conlan, manager of Chevrolet's commercial car and truck department, all special options and accessories offered on Chevrolet half-ton pickup models will be available.

Types of bodies adapted to the new longer wheelbase unit include small vans, special size platforms, enclosed box designs and many other types that cannot be accommodated by the conventional half-ton truck.

For further information write to Chevrolet Motors Corporation, General Motors Bldg., Detroit 2, Mich.

## New Finishing Equipment



A complete new line of spotting and finishing equipment has been presented by Manitowoc Engineering Corp., Manitowoc, Wis.

The spotting board features up-steam or heated air, a stainless steel board and steam or air vacuum. It may be adjusted for pinpointed vacuum control. The spotting guns are available in both a deluxe model, having a steam condensate chamber and ports for a steam condensate spray gun, and a junior model, equipped for dry steam only. The finishing board features rapid up-steam and a good vacuum. The complete unit includes a cover set, hand pad and trowel. A Cissell "low-boy" assembly is optional with finishing board.

The new Manitowoc combination puff sets are available with triple heads or double heads. Both feature up-steam and polished aluminum puffer heads. Adjustable single puffs are available with a flange for press table mounting or with an optional 15-inch table. Pictured here are two combination puff sets, joined by a corner piece.

A versatile, adjustable air control and a pressure-type blower are important elements of the Manitowoc automatic steam-air finisher. The unit has a complete range of adjustments permitting finishing of all sizes and shapes of garments.

New Manitowoc mushroom utility drycleaning presses are available in 38-, 42- and 45-inch sizes.

## Jet-Imperial Shown



A new fragrance and a special new 3X brightener are special features of the Golden Jet Imperial. This product is said to give clothes washed-in protection against odors. It is a controlled suds, soap-synthetic detergent with hexachlorophene. Golden Jet is available in newly designed 100-pound paper bags (shown here).

More information on the product and sales aids is available from the Industrial Soap Department, Armour and Company, 1355 W. 31st St., Chicago 9, Ill.

## Bock Designs New Extractor



The new Bock-O-Matic 85 Extractor with a capacity of 85 pounds (dry weight) is equipped with a gyro-balancing basket 15½ inches deep and 30 inches in diameter. The basket opening, 23 inches in diameter, is designed for easy loading of bulky laundry items. Fully automatic, the extractor is controlled by a mechanical timer; it starts, locks the cover, stops and opens the cover automatically.

The "85" features Bock-O-Matic Drive, which combines the Bock fluid drive coupling with a patented mechanical braking device. The self-adjusting braking device is controlled by a mechanical timer. The Bock-O-Matic Drive permits the motor to reach top speed within about 7 seconds. Bock

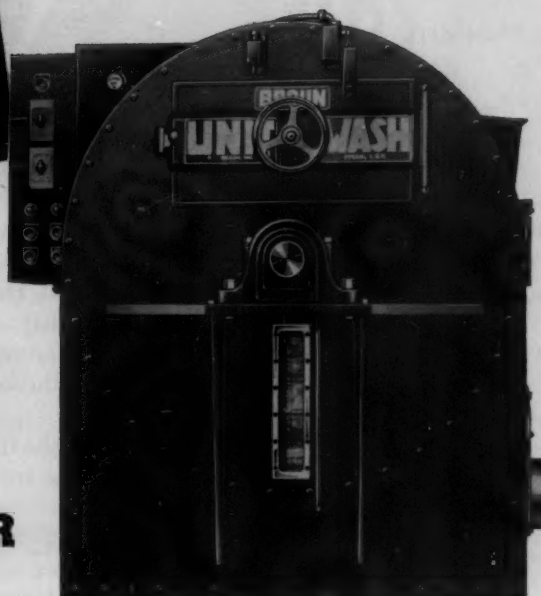
Continued on page 92



# WASHES - EXTRACTS - SHAKES OUT

**AUTOMATICALLY  
IN ONE OPERATION**

## **BRAUN UNIT WASH COMBINATION WASHER-EXTRACTOR**



### **1. Labor Costs Slashed**

One man with a Braun Unit Wash combination washer-extractor outproduces three or four men with conventional equipment. No heavy lifting or hauling, and no extractor hoists are needed.

### **2. Higher Quality Wash\***

Best wash you've ever enjoyed — high whiteness retention, low tensile strength loss with Unit Wash's unique washing action—44" drop, wet rub and squeeze.

### **3. Tailored Automation**

Fully-automatic, semi-automatic or man-

ual controls are available in all sizes. There is a Braun Unit Wash model to fit your operation.

### **4. Faster Washing Cycle**

A full wash in 45-50 minutes from loading to damp unloading. Wash is ready for pressing or drying with no further processing.

### **5. Save Water, Supplies**

Faster, more efficient washing action cuts water, fuel and supplies by 50%—uses only 2.2 gals. of water per pound of wash.

Superbly constructed, the Braun Unit Wash is built for extra years of dependable operation, and it is backed by the skill of a factory trained service staff. Compact in size, it takes only half the space of the machines it replaces. The Unit Wash is available in 35, 50, 100 and 200 pound sizes — a single or multiple installation will match your production needs exactly.

**FOR COMPLETE INFORMATION WRITE TODAY:**

**G. A. BRAUN, INC.**



*Pioneer in Automation*

461 E. BRIGHTON AVE., SYRACUSE, N. Y., DEPT. 26  
G. A. BRAUN, LTD., 10 DUKE ST., TORONTO 2, ONT.

\*Braun Unit Wash interrupts its own unique washing action to effect the sensational new washroom technique, "Critical Point Extraction." Because dirt won't drain away, Braun extracts it at the CRITICAL POINT, after the "break" when 90% of the dirt is suspended in the wash. This intermediate extraction cycle removes excess soil that in ordinary washers is retained in the saturated load despite continuous rinsing.

# Starchroom Editorial

## Live Modern

In these dynamic times thinking businessmen everywhere realize the impracticality of standing still. They know that they have got to keep moving just to hold ground already won.

The necessity of doing things took on new meaning for us again during a recent convention where we heard one speaker discuss customer psychology. The speaker made two points which stuck with us:

One, that the average person hates to be bored. He likes to be associated with people, clubs and companies that are active.

Second, the average person tends to be most critical of the things that are closest to him. Be it the wife, the car or his laundry service.

It hadn't occurred to us before, but these could be the underlying reasons why the cigarette and cereal people are continually offering the public new products with such striking success.

We could apply this psychology to our own industry with great advantage. We desperately need new services, new colors, new packaging materials, new merchandising techniques to keep our present customers from getting bored.

While laundry sales have been increasing over the years, we face the danger of becoming too complacent, forgetting that in spite of the increases sales have failed to keep pace with population growth.

Where do we get new ideas?

At the risk of seeming to toot our own horn, one place to find them is in the business papers serving the field. Such things as the laydown collar and the several modernization stories in this issue, as well as the advertising and new products section, give the reader a chance to consider what's new and different.

Other obvious places to pick up ideas are local, regional and national conventions where one has the opportunity to listen and talk to people who are trying out new ideas.

This by no means exhausts the possibilities. The allied trades are an invaluable source of help and always willing to oblige. While we're on the subject, we'd like to see some arrangements worked out at convention-exhibits which would permit new developments to be discussed as well as examined. Our feeling is that in the midst of all the hubbub and confusion attending such shows, the average spectator doesn't always get the opportunity to learn just exactly what is new on the exhibit floor.

Perhaps some arrangement could be worked out whereby each exhibitor would have the opportunity to present his big story briefly to all who are interested. It may be that an area could be partitioned off as a Little Theater, preferably on or near the exhibit floor.

You'll forgive us for getting carried away on the subject, but we do want to keep abreast of the times.

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STARCHROOM LAUNDRY JOURNAL

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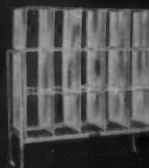


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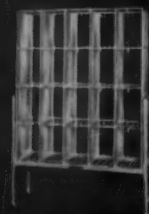
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# Extensive Building Programs

## Sign of Industry Health

**MODERNIZATION • VIRGINIA • Hagwood's sales  
volume up 62% after \$250,000 change-over**

By HENRY MOZDZER

AN EXTENSIVE REVITALIZING program that started the first day of 1956 has already cost the management of Hagwood's Launderers & Cleaners a quarter of a million dollars. While the end of the changes is not yet in sight, management of the Portsmouth, Virginia, plant is highly encouraged by the results to date. In 16 months, and with no general increase in prices, sales have showed a gain of 62 percent.

In the course of the revitalizing program the plant was not only enlarged but shaken up from top to bottom. If it is possible to summarize in a single sentence the objectives of the owners,

A. M. Hagwood, Sr., and son Robert, that sentence would read, "How can we do a better job and make it easier for the customer to get it?"

While it would be impossible to explore all the changes in these few pages, here are some of the highlights of this reconversion:

### Customer benefits

One of the first steps in the improvement of quality was the gradual elimination of all commercial laundry accounts. This work, of necessity, had to take priority, with the result that individual customer bundles had to be

given a quick lick and a promise or processing had to be delayed. By getting rid of the commercial work, management was able to give more attention to quality and still turn out the work faster. As a result the plant now offers a regular three-day service (instead of four or five days, as it formerly did) and one-day service.

To facilitate its route service, which represents approximately 50 percent of the plant's volume, Hagwood's replaced its fleet with 10 new trucks, of a walk-in design equipped with automatic transmission and heaters. The optional equipment might be considered extravagant by some but this



**Investing in future:** A. M. Hagwood Sr., and son, Bob, discuss future plans over and above the \$250,000 in improvements already made in the plant within the last 18 months



**Cut-out tables** facilitate bundle handling for the seven markers. All shirts and pants are pulled out of the bundle; rest of work is pinned and netted



laundry's management is convinced that the comfort of its salesmen is an important factor in encouraging them to do a better job. And a 16 percent increase in route volume has borne out this belief.

The interests of cash-and-carry customers were not neglected, by any means. For one thing, management bought out several lots adjoining the plant and demolished five buildings standing on them. It was thus able to expand its parking facilities for the drive-in customers who were fast becoming a major factor in its operations. On top of that, the operators doubled the size of their main-plant call office and redecorated it to enhance its appeal and to give quick service to this important segment of their clientele. (The plant now has five stores, including the main-plant call office, and one route was added to the nine regular routes.)

While all these features were being launched for the benefit of customers, the management also took a look at its productive facilities to see what improvements could be made there.

#### Production improvements

A preliminary survey indicated criss-crossing and backtracking in the workflow. It became apparent that the second-floor drycleaning finishing room would be better off on the ground floor. It was also clear that much of the equipment was antiquated and had better be replaced.

Management added 4,000 square feet of floor space to the laundry department. And by the time the new layout was completed every piece of equipment, except for one six-roll ironer and a set of tumblers, had been replaced with brand-new machinery.

Most of the changes were made during regular working hours without entailing night and week-end moving. The expansion of the plant and the replacement of equipment were carried through without shutting down or even restricting available services.

Once the drycleaning department was moved to the ground floor, the Hagwoods turned their attention to the establishment of straight-line workflow to the laundry department. They accomplished this by setting up five lines of activity—identification, washing, and three finishing lines (flatwork, wearing apparel and shirts).

The work enters the building at a new loading dock at the head of the identification line. As it is needed, it is taken and processed by a staff of seven markers and sorters.

As the bundle is broken all the shirts and pants are pulled out and the

*Continued on page 20*



**Newest addition** to Blanton's Laundry is the two-story structure at right which was opened two months ago. The building houses the plant's call office and business offices

## EXPANSION • TEXAS • 3,000 turn out for opening of Blanton's new \$100,000 business office addition

TO ANNOUNCE COMPLETION of its remodeled and expanded plant, the management of Blanton's Laundry, Port Arthur, Texas, sent each customer a carefully engraved invitation to attend its open house. The tone plant-owner Jack Blanton set for his business by this and other means has been drawing new trade every day.

Rather than rely on the usual ballyhoo of balloons and giveaways to attract attention to a new building, Mr. Blanton opened on a plane more in keeping with the \$100,000 expansion and remodeling program. Educational tours of the laundry, rather than entertainment, got the big play. "A Marvel of Automation" was the theme of the grand opening.

The open house gave the firm a chance to improve customer relations by showing clients how the laundry could give more efficient, better service. It brought new business from those who had their first look at how a laundry and drycleaning establishment actually works.

And it accomplished something else. It lifted employee morale to new heights, since it gave the staff a chance to be in the limelight, too.

The basic part of the open house was the tour of the entire plant and fa-

cilities. Customers were greeted in the new air-conditioned, pink-and-charcoal call office, which adds another 8,750 square feet to the operation now covering a total of 23,250 square feet. They then were led behind the scenes, where they saw neatly uniformed attendants at work on the laundering and drycleaning machines.

#### Tours are divided

For maximum effectiveness in showing off the new and the old Blanton's, management did not want to be jammed with a big crowd but it did want a steady flow of visitors. This problem was solved by having part of the invitations printed to invite customers for Wednesday night, part for Thursday night and part for Friday and Saturday nights. About 600 persons took the tour each evening.

Each of the visitors received a copy of a special *Port Arthur News* Sunday tabloid supplement featuring "Blanton's Laundry Section." This 16-page supplement with pink-and-charcoal cover appeared in the newspaper the final day of the open house and the one day when it was for the general public, without invitation.

*Continued on page 26*

## EVOLUTION • MASSACHUSETTS

### *Emphasis on drycleaning pays off at this laundry's brand-new outlet*

By RICHARD VINOCUR

MANY FACTORS encourage an aggressive management to consider the addition of a new sales outlet.

It might be influenced by the desire to take advantage of a new location, to merchandise its name or to increase its market.

In the case of Twin City Laundry, Hingham, Massachusetts, all these reasons applied. By opening a drive-in package plant its owners, Ralph and Russ Rose, achieved the following results: In just seven weeks the new outlet began attracting an average of \$1,500 per week in drycleaning sales, \$500 a week in laundry sales, and the one route serving the area increased its pickups by 25 percent.

Twin City Laundry had been farming out its drycleaning, which averaged about \$300 a week, but the management wanted better control over the quality and service. One solution that might also benefit its all-round volume was to build an activated drive-in offering both laundry and drycleaning services.

#### Search for new location

The Rose brothers began looking for a suitable location for their new plant. Three possible locations, all on a large main thoroughfare, were seriously considered, but they had to narrow the field to one. They looked for a spot that had ample off-street parking, a spot on the right side of the road leading into Quincy and Boston, and one where future potential looked promising.

The first location was in a shopping center but had a limited amount of off-street parking. The second had ample parking facilities but was on government property and possibilities of having to move at any time caused some concern.

The third location was the most satisfactory of the three. It had all the qualifications the owners were looking

for. It was located in a swiftly developing area. Across the street was a supermarket and construction was under way for another store.

To make sure of the potential draw of the location, a traffic count was taken. Ralph Rose knew that the road was highly traveled during the busy hours of 8:00-10:00 a.m. and 5:00-7:00 p.m., but he wanted to find out if traffic was heavy throughout the day. Therefore he took traffic counts between the hours of 10:30-11:30 a.m. and 2:00-3:00 p.m. These proved the road to have great possibilities and plans were then made to acquire the property.

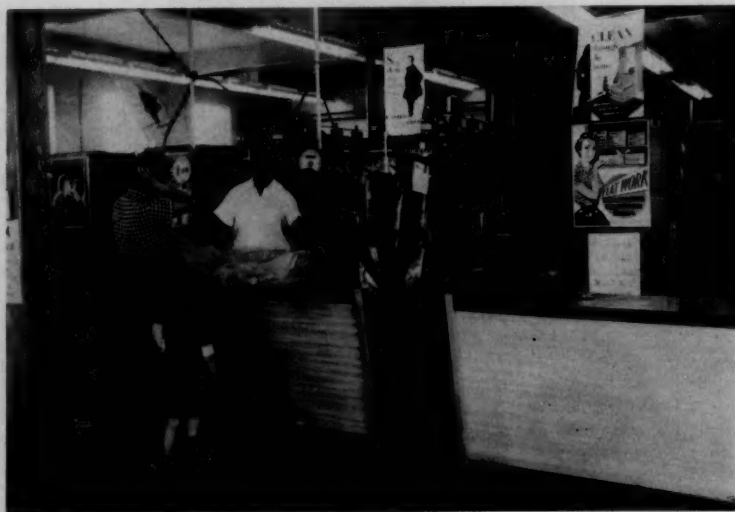
The brothers contacted a Hingham real estate firm handling the property and an agreement was made to build according to the tenants' design and specifications. The building went up at a cost of \$50,000. A 15-year lease was obtained and an option to buy after five years was included. Con-



Modern colonial plant hides behind huge sign advertising laundry and drycleaning services

struction began in October and the plant opened in March.

Equipping the plant with machinery and other necessities ran about \$60,000. In the laundry department there are three 25-pound washers and one 50-pound washer. An 18-inch ex-



Drycleaning services, previously farmed out, are now handled at new plant

# Pantex AUTOMATIC Hydro-Air Presses

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Charles Gillen, Beacon Laundry,  
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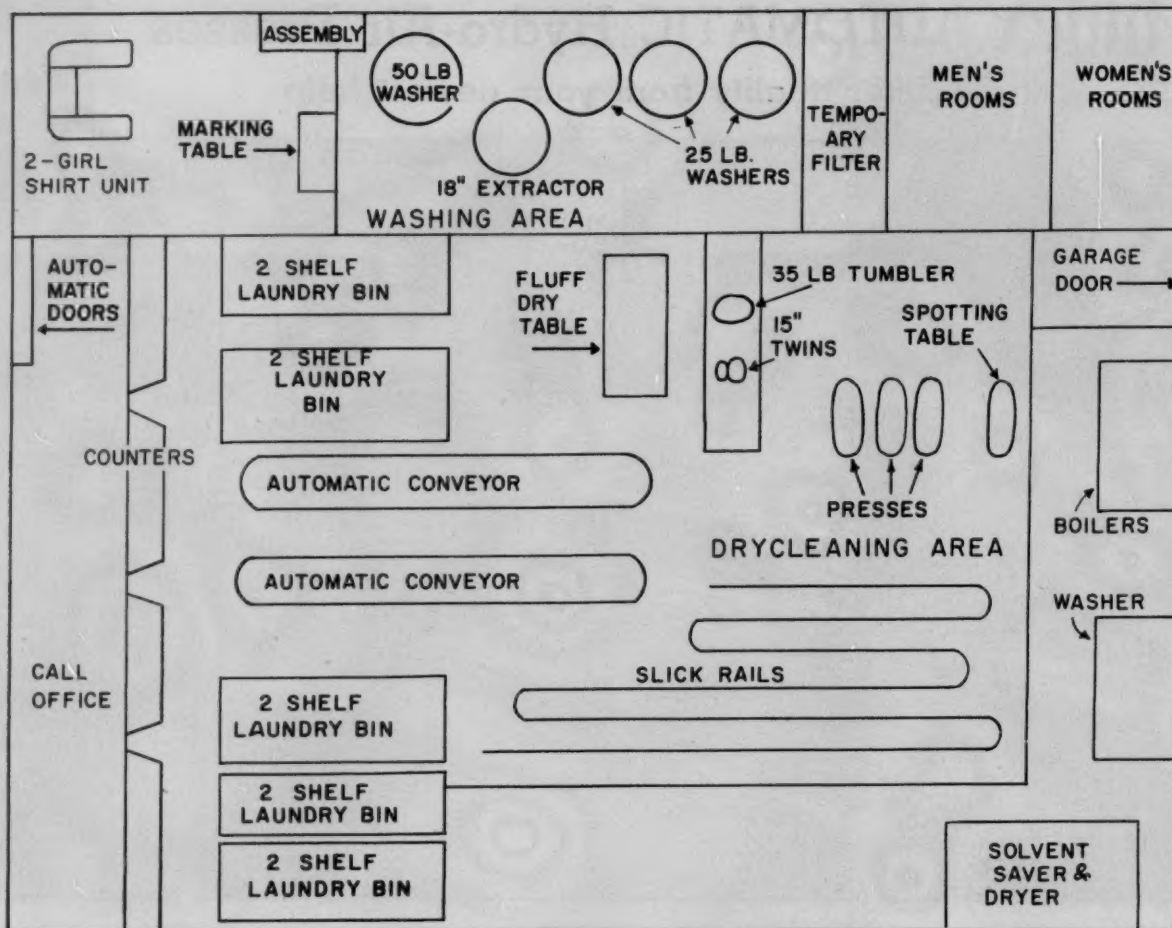
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tractor, one 35-pound tumbler and one 15-pound twin tumbler were also installed. Two automatic storage conveyors were included, each holding 400 drycleaning orders. A 30-pound synthetic cleaning unit and extractor and reclaimer were included in the drycleaning department along with pressing equipment. A 2-girl shirt unit filled out the equipment.

The plant is built in a modified colonial style to fit into the New England atmosphere. The building, 50 by 80 feet, encompasses a total area of 400 square feet. Both the entrance and the exit are equipped with fully automatic doors that operate on an electric eye. Louvered windows in front not only enhance the attractiveness of the call office but provide excellent ventilation. High windows are strategically placed throughout the plant to provide a free flow of air and to augment the lighting provided by the fluorescent strip installation.

The production area of the plant is exposed to the customers as they enter the call office. Mr. Rose says they are so fascinated by the activity that

they may stand and watch various operations for 15 minutes. The shirt unit in the front window holds the greatest attraction for the customers.

When the plant was finally completed, the Rose brothers considered a name for the new operation. They had been known throughout the district as laundrerers, and they thought they would capitalize on it. And at the same time they wanted to make sure that people knew they had other services. So they called the new outlet, "Twin City Cleaners," to attract the drycleaning as well as the laundry trade.

#### Discount Offered

To announce the opening of the new plant, \$1,500 was spent for promotion. This included 21,000 direct-mail pieces sent out inviting families to visit the new operation. A coupon was enclosed entitling the bearer to a 25 percent discount on the first bundle brought in. Balloons were also handed out to the kiddies and shampoo to the ladies.

But when opening day came around, Twin City ran into a snag they hadn't expected. The weatherman took no heed of the plant's plans and a blizzard arrived which didn't help the first day's business. Even the offer of a 25 percent discount could not lure customers out in the bad weather. In fact, only 5 percent of the first week's volume was discounted as customers were willing to try the new services without any incentives. But when the week came to a close, the plant found that its sales totaled \$1,360 in spite of the snowstorm.

The plant's working staff of 10 is divided into six employees on the drycleaning side and four in the laundry department, plus one part-time counter girl. Two girls on shirts, one washman and one girl on fluff-dry comprise the laundry staff. On the drycleaning end there are two girls in assembly, two wool finishers, one silk finisher and one man who doubles as a spotter and cleaner.

The plant is now opened from 7:00 a.m. to 7:00 p.m. six days a week, but this schedule was arrived at after

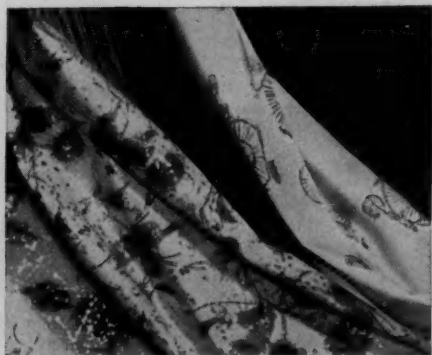


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Linens, shirts—all white work—come out beautifully white with Wyandotte RAYLENE!

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special brightener-sour that shortens washing formula  
... makes bluing old-fashioned!



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Wyandotte RAYLENE is excellent for quick-service laundries, family plants, institutional laundries, diaper and linen-supply plants.

Ask your Wyandotte man to demonstrate RAYLENE for you, today! *J. B. Ford Division, Wyandotte Chemicals Corp., Wyandotte, Mich. Also Los Nietos, Calif. Offices in principal cities. Specialists in laundry washing products.*



Large, louvered windows illuminate neat and spacious Twin City call office

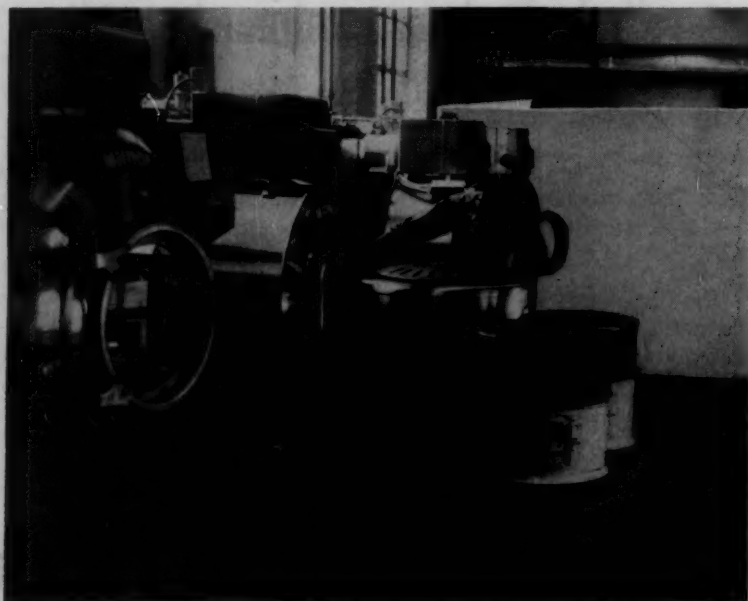
much experimentation. The owners felt that before the new plant could set definite hours, it had to feel the customers' pulse. Thus, closing time was 9:00 p.m. at first and was gradually changed to the present hour.

Results to date have been extremely good. The plant is drawing about three drycleaning dollars to one laundry dollar, but the Roses expect to have a 50-50 breakdown within two months. Sales have climbed consistently from the first week's figure of \$1,360. In the seventh week of business the volume rose over the \$2,100 mark. With the laundry sales averaging about \$500 a week, shirt volume accounts for about \$300 of that figure. Another \$100 is done in the fluff-dry service and the remaining \$100 is flatwork sent back to the main plant.

The plantowners were pleased to note that the one route in the area of the drive-in has seen a 25 percent jump in its sales. People who had never known of Twin City's service tried it and were pleased but decided to turn to the routeman rather than bring in the work themselves.

Twin City's one inactivated store, about two miles from the new plant, has only had a 5 to 10 percent decrease since the opening of the new outlet.

Just what made Twin City's drive-in such a big attraction? Mr. Rose attributes his swift success in the new plant to many facets of his operation. A needed service at a convenient location amid pleasant surroundings have all made Bay Staters sit up and take notice. □□



Washing area, holding four washers and one extractor, is separated from drycleaning section

## MODERNIZATION—VIRGINIA

*Continued from page 15*

rest of the work is pinned-and-netted in color-coded nets. Wearing apparel goes in wine-colored nets, tumble work in a black-and-white net, and flatwork in a solid-white net. The use of the color-net system eliminated the need for one girl in the damp-assembly operation.

Ten bundles make up a lot for family-finish services averaging 100 pounds to a lot; 30 bundles make up a bachelor-bundle lot.

Fluff-dry and wetwash services, which represent no more than 10 percent of the plant's laundry volume, are processed in a battery of five 36-inch tumblers close by the identification tables. All these thrifty services are returned to the customer folded, even the wetwash orders, since management believes this makes a better impression than would a lump of wetwash.

Less than two years ago Hagwood's used three separate tickets to identify these separate services. Since then it has developed one three-part cardboard ticket to identify all laundry services. The tickets are preprinted with address plates which are also used in handling direct mail and charge accounts as well as the company payroll.

### The washroom

One of the more radical changes in the plant involved the elimination of the old-line wooden washers which had a combined capacity of 2,000 pounds per cycle. Replacing them is a set of small open-end automatic washers having a combined capacity of 500 pounds. Instead of waiting for a 600-pound washer load to accumulate, as was formerly the procedure, the management finds that the work takes up less room and is done faster and in more orderly fashion if it is processed in small lots as it comes in.

While the number of washers is the same, their capacity is considerably reduced. Two 25-pound wheels are used for fugitive work and do-overs; four 60-pound wheels are used for shirt lots; two 100-pound wheels are used for whitework. In the course of a day this equipment will produce 2,000 pounds of work.

The plant uses three extractors: the 48-inch one will handle two lots at a time from the 100-pound wheel; the 30-inch one is used for extracting shirt lots, and a 20-inch extractor is used as a utility extractor for re-dos.

The management has also provided for the addition of a 250-pound, two-

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**new!**

*it's*  
**automatic!**

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Yes, the famous combination Washer-Extractor that set the trend in the dry cleaning industry now brings to the laundry operator these advantages:

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No double handling of work load. Highest P/OH\*

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Only one machine instead of separate washers and extractors. More production per square foot.

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One rinse with a short intermediate extraction after last sud cycle (or bleach) is equivalent to 3 rinses in a conventional washer.

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Avoid the element of human error, and obtain uniformity in quality.

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**Revamped washroom** features small, fully automatic equipment, which keeps work moving through the plant steadily. Two men turn out more work now than four could previously

pocket wheel to enable doing two lots at a time.

All the equipment is fully automatic, with supplies injected. All the washing is now handled by two men instead of the previous four.

#### Finishing procedures

Once the work is extracted it goes to one of the three finishing lines—flatwork, wearing apparel and shirts.

The shirts go directly from the washroom area to the shirt units, one lot to a unit. It is felt that splitting lots between units creates a greater chance for error and it just isn't done here.

The management has some definite convictions regarding the way in which finished services are to be processed. For one thing, it does not believe that any part of the order should be held up until the entire bundle is completed. Flatwork, wearing apparel and shirts are inspected and wrapped

out separately within each department, to minimize delays and the space required to store incompleted orders.

**Flatwork:** In this department all the parts of the individual flatwork bundle are processed at approximately the same time, with a one-pass policy on all work going through the flatwork ironer. These policies have enabled the plant to boost production 30 to 50 percent. Here's the way it's done:

The damp-assembly department, which is practically in the flat department, sorts the work, and the hanks, flat and tumble nets of each individual order are tied together as a unit. All the work going to the flat department is then put into a hamper which holds a complete lot. The shakeout operator then separates the individual bundle and identifies each part with a flag bearing the same number. (If there are no hanks or tumble work with the

order, the ticket goes along with the flatwork.)

When the orders are flagged, the shakeout operator puts the hanks and tumble nets on the appropriate one of the two overhead conveyors that run parallel to the six-roll ironer. The tumble-work conveyor carries the work behind the ironer to a battery of three twin-cylinder tumblers. The hanks go behind the ironer to the hank ironer. The sheets and pillowcases, of course, go through the ironer.

The sheets are folded, while all the pillowcases are touched up on a pillowcase press which backs up the ironer, to eliminate re-runs. This part of the flatwork contents of the bundle is placed on a rack with the flag to await the tumble and hank part of the order. When the three flags are present the order is complete. It is then placed on a short conveyor which carries it to the automatic wrapping table. This particular conveyor is equipped with an electric eye which stops the conveyor as the bundle is brought into position. The wrapper double-checks the order, wraps it, and the flatwork part of the bundle is sent on to the finished storage bin.

The Hagwood one-pass flatwork system is said to have speeded production and reduced errors while improving quality. The plant's claims amount to less than ½ of 1 percent of sales.

**Wearing apparel:** Unlike many plant operators who bemoan the shrinking weight of the family laundry bundle, while at the same time discouraging the hard-to-do wearing apparel, the Hagwoods feel that this policy is all wrong. They are convinced that if wearing apparel is properly priced and finished it will encourage the customer to send in more of everything. And it is interesting to note that wear-



**Flatwork aisle** operates on one-pass policy with overhead conveyors (for tumble work and hanks) and back-up press used to keep parts of bundle close together. This arrangement has improved flat production 30 to 50 percent

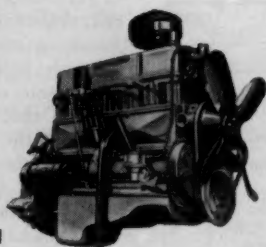


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- High power-output ignition



- Economical by-pass cooling

*Chevrolet trucks offer the world's most popular truck engines—big 6's, designed soundly yet simply to provide plenty of power at lowest cost and the ability to keep going in rugged service. Like all Chevrolet truck components, these engines put the accent on economy and dependability!*

Chevy's the dollar saver *de luxe* of the American road, and many of the reasons why can be found beneath the Chevrolet truck hood. That's where you'll often find one of the great 6-cylinder powerplants that have pulled more payload more miles than any other engines in the history of hauling. They're honest-to-goodness truck engines, specially built to *stay* and *save* on the roughest and toughest of hauling jobs. Or, if you prefer a V8, the ones that hum beneath the Chevy hood are at the head of their class for fleet-going short-stroke V8 efficiency.

You'll find that a Chevrolet truck gives you *so much* to save with! Your Chevrolet dealer is waiting to fill you in on all the facts. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Biggest sellers . . . because they're biggest savers!*

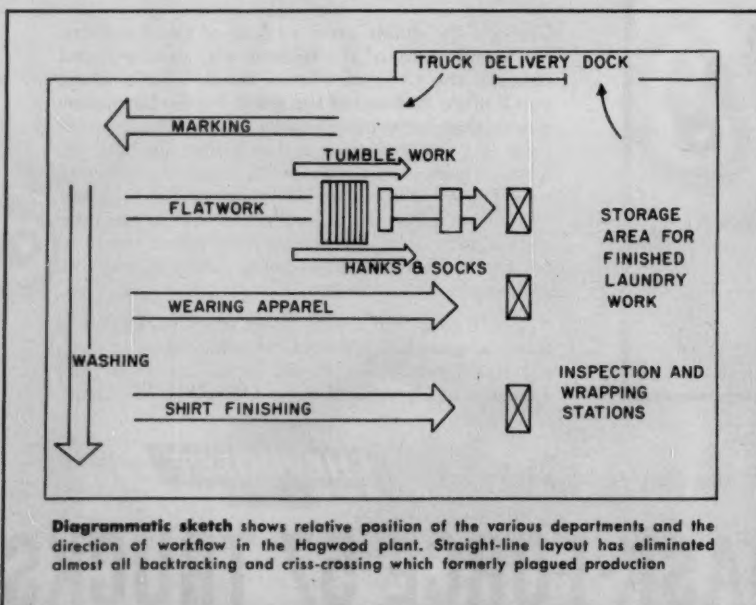
**CHEVROLET**

# CHEVROLET TASK-FORCE 57 TRUCKS



**Top:** Wearing apparel is an important part of Hagwood's operation. Management believes a good job here encourages bigger bundles

**Above:** Shirt line consists of four new 2-girl units, each of which turns out 80 shirts an hour



ing apparel work in this plant has increased 150 percent.

All bachelor work is piece-priced while family-finish work is priced by the pound. Cost must be kept in line, of course, and five months ago the plant did increase the price on family-finish work from 30 cents a pound to 35 cents. But there were no customer complaints and all other prices have remained the same.

The wearing apparel work is rolled to the wearing apparel line in hampers. This line consists of two units for finishing uniforms, four wearing apparel units and one pants finishing unit. All equipment is air-operated and hooked up in tandem. All is new.

Each uniform unit contains a 51-inch press, a 16-inch and a 19-inch mushroom press. These could be used for doing wearing apparel but the plant gets so many uniforms that there's some thought of putting in another unit that will allow them to get 110 uniforms per operator per day.

The one pants unit contains three 54-inch presses and the operator here averages 55 to 57 pairs an hour.

The wearing apparel units consist of one 54-inch press and two mushroom presses. In addition to the regular work handled here, these units are also used for finishing laundered sports shirts.

Every piece off the wearing apparel line is double-checked. The operators in charge of this function touch up all uniforms and fold those that don't go back to the customer on a hanger. The work is then weighed (to measure production), wrapped and sent to the finished storage bins.

**Shirts:** Last but by no means the least of Hagwood Laundry's operation is its shirt department. The management believes so strongly in the value of a properly laundered and finished shirt as a means of increasing the rest of a bundle that it features this slogan prominently on the marquee at the front of the plant: "Shirts fit for a King."

Rather than put its money into fancy packaging, the owners go all out on supplies, machinery and equipment that they feel will give them the best shirt possible.

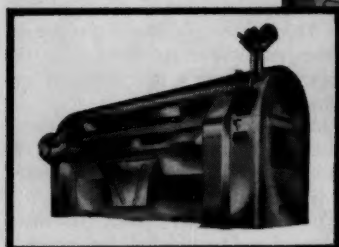
Their most impressive demonstration of this belief is the plant's new shirt line of four 2-girl units. Each contains a cabinet sleeve, a cabinet body press and separate presses for collar, cuffs and yoke lays. Each of these units turns out an average of 80 shirts per hour with an automatic folding table. Production could be greater but management firmly believes that quality would suffer.

The plant has a Button Bonus sys-



# This TROY WASHER saves even MORE work

***because it***



Here's unloading at its best — fast because it's simple. The Troy unloading shelf, (which is standard at no extra charge) guides work directly into the extractor baskets, so no accessory apron devices are needed in this operation.

It's simple to operate, too — and fully protected by electrical interlocks for complete safety. Long service life is assured through such features as the stainless steel

plate front, sturdy rear X-brace and an ingenious new take-up feature on the quiet, efficient chain drive.

Like Troy washers with fixed or removable "Slyde-Out" shelves, Troy unloading washers are available with or without automatic controls. Sizes include: 42" x 54", 42" x 84" and 42" x 96" — proof again that the only name you need to know in washers is TROY!



**NEW!** Bulletin gives valuable information on construction, features, dimensions and specifications.

## **Troy**

**LAUNDRY MACHINERY**

Division of  
American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

----- MAIL COUPON TODAY! -----

**TROY LAUNDRY MACHINERY, Dept. 3LJ-657**  
Division of American Machine and Metals, Inc.  
East Moline, Illinois

Without obligation, please send bulletin YW-42-57 describing TROY Unloading Washers.

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
ATTENTION MR. \_\_\_\_\_

tem whereby each operator gets a dollar extra per week. If the inspector or customer reports a button missing 10 cents is deducted from the unit at fault. Each unit is identified by a number appearing on the shirt band.

Business shirts are priced at 20 cents each and management is pleased to note that its shirt volume has increased 70 percent since the change-over.

In addition to these changes, Hagwood's has launched an aggressive advertising program in which it tries to run something in the papers daily. The

smallest ad would run one column by 3 inches deep and the firm normally takes a quarter-page ad on Sundays. On specials management also uses radio spots and door-to-door flyers. In all, it allots about 3 percent of its sales dollars to be spent on advertising.

The plant today employs a total of 125 persons in its operation. The laundry side now has a staff of 56, not including route salesmen, where it formerly had 70.

Productive payroll runs 29 percent on the laundry side and 20 percent in drycleaning, with the volume break-

down 55 percent drycleaning and 45 percent laundry.

The most impressive part of the Hagwood story was that it managed to increase its over-all business 62 percent in just 16 months time with comparable increases shown in both laundry and drycleaning. These figures were derived by taking the lowest weekly figures to the month of April and comparing them with the week of the year past. Actually, management points out that some peak weeks it did as much as \$1,000 more than the week used for a base. ☐

## EXPANSION • TEXAS

*Continued from page 15*

Over-all cost of the entire program was "at least \$4,000," Mr. Blanton said. About 3,000 persons toured the plant during the five days. Among the many who visited Blanton's during the grand opening was Denys Slater, past president of the American Institute of Laundering.

The tour worked so well from the point of view of customer relations and employee morale that the firm may work out a plan to have tours of the plant in operation once monthly from now on.

The low-pressure, dignified opening was a success because of the amount of careful planning that went into each step of the program.

In preparing for the tours, Mr. Blanton asked allied tradesmen to help by being present on a certain day. Before the men took on their roles as guides they were taken over the proposed route on a dry run. A badge, giving name and business connection, was prepared for each guide, host or hostess.

### Signs Dramatize Operation

The entire plant was made spic and span and all girls at work during the open-house hours were required to wear starched white uniforms. One hundred dollars worth of signs painted on pink cardboard were placed throughout the plant, describing and dramatizing the work of the various machines. For example:

"This is an \$18,000 ironer which can turn out more ironing per hour than the average housewife could do in a month." This sign was hung above the flatwork ironer in a spot where it would be seen by every visitor.

Another example: "Muck recovery unit, invented by Jack, Jr., paid for itself in two months."

Mr. Blanton's eldest son, Jack, Jr.,

is a graduate of the National Institute of Drycleaning. So is the plant's drycleaning superintendent, Al Knoll.

Another sign read: "Washing Machine Row. Machines can turn out 2,000 pounds of wash per hour, using 5,000 gallons of water. Four rinses. Five minutes each."

Again: "Automatic Solvent Coolers. Coolant furnished by supercooling tower on roof. Developed by Blanton's in 1955. Cools within 2 degrees of wet-bulb temperature."

Ordinarily Blanton's does not operate at night, but for the purpose of the open house work schedules were rearranged so that most of the 125 employees would be on the job from 6:00 to 9:00 p.m.—hours of the open house—Wednesday, Thursday, Friday and Saturday nights.

To make up for the extra night work, the various employees reported

to work later in the morning. In addition, each employee earned about an hour overtime each day.

On Sunday from 3:00 to 7:00 p.m. a skeleton crew demonstrated key pieces of equipment to the open-house crowd.

As they stopped to watch the employees work, guides pointed out to their groups how much pride workers take in their jobs and how careful they are. Throughout the five days, the attention employees received from the public gave them a new sense of importance in their jobs.

On the Sunday before the open-house week, the company gave the employees a banquet and presented service awards.

To the general public, Blanton's "enlarged and remodeled" laundry was announced in the newspaper tabloid. To help prepare this, the company

This concern was founded by Jack Blanton in 1929 as the Cash and Carry Cleaners, and was, so far as is known, the first exclusively cash-and-carry cleaning operation in Texas. In 1931 the business was expanded to include laundry and the name was changed to Blanton's Laundry.

In 1935 the business outgrew the old rented building on Stilwell Boulevard. The location, which was very good in 1929, was being left behind in 1935. Accordingly, a lot fronting on Port Arthur's main street was purchased, and a one-story building constructed. The front of the building was set back 20 feet from the street and the curb was cut down, allowing off-street parking for five cars at a time. The drive-in was a success from the start, business doubled within a month of the opening.

Again in 1939 the business had grown to the point where another expansion was essential, not only to take care of current business but

also for continued growth. Therefore, a second story was added to the building, increasing the main plant area to 9,000 square feet. At the same time another addition was built on the rear of the building for boiler and power plant, bringing total square footage to 10,000.

In 1948 the company entered the linen supply business, which called for another expansion. Fortunately, this time the property on both sides of the laundry had been acquired by the company, so a new addition 50 by 90 feet was built, adding another 4,500 square feet, thus making a total of 14,500 square feet of productive area. In the short space of two months Port Arthur had an additional industry giving 25 more persons employment. These people helped local business by spending their earnings in Port Arthur. Incidentally, since that time half of the plant's force of 125 people are engaged in the linen rental field.

# It Takes a Matched Team to Get Best Results!



*Procter & Gamble*

Bulk Soap Sales Department, P.O. Box 599, Cincinnati 1, Ohio

That's why you get  
**CLEANER CLOTHES**  
**GREATER PRODUCTION**  
**LOWER WASHING COSTS**  
every time with

## MTD

(MATCHED TEAM DETERGENCY).

*Remarkable* is the only way to describe MTD's crossfire cleaning action! By using two specially matched cleaning agents—Bilt and Orvus Hytemp—clean, white bundles are turned out *every time . . . and at lower cost. Here's why:*

Crossfire cleaning action combines the advantages of two basic types of cleaning agents, each with its own ability to remove different types of soil. Bilt is a high-powered soap base break that loosens and suspends heavy soils. Then Orvus Hytemp, scientifically developed to wash at high temperatures, steps in to complete the washing job. Together they catch every type of soil in an efficient crossfire of cleaning action and give you results that satisfy the fussiest customer.

Remarkable, too, is the improvement in rinsing efficiency that MTD offers. Many laundries report reduction in rinsing operations of up to 50%—and how that saves on time, money and steam!

You and your customers will be pleased with the matchless results that only Matched Team Detergency produces. Try it for 30 days and you'll be convinced.

# BILT

# ORVUS

*Hytemp* GRANULES





Night view of new call-office lobby shows colorful interior and emphasizes plant's modern, progressive spirit. New wing adds 8,750 square feet to this fast-growing operation

had the services of the *Port Arthur News* advertising department in selling the ads. The plant's advertising manager worked out the cover and was in charge of the section. He hired a reporter part-time to write feature copy for the section and pointed out the phases of the business he wanted emphasized.

All tours started in the call office

of the new building, where guests were greeted by members of Mr. Blanton's family and had a chance to look around.

Before they started out on tour all visitors registered in a guest book. This automatically gave them a chance at a door prize, but eliminated dropping tickets in a box. Registration, rather than ticket stubs, was chosen because

it was more fitting with the tone of the opening. The registration also paved the way for direct mail advertising campaigns in the future.

The visitors toured the plant in groups of six to eight. First they were shown the automatic conveyors for storing finished drycleaning and for laundry bundles. Watching the conveyors in action became one of the high points of the entire opening.

Then the visitors were taken first through the old plant. When they got to the second-floor landing, a hostess was there to serve them cold drinks. From there they went down an aisle into the second floor of the new section, which connects with the old, and entered the sales conference room over the new call office. The room measures 24 by 50 feet and is large enough to accommodate the plant's entire staff of 125 people.

In the conference room was a display of rental linens. Two pretty models were on hand all the time wearing most attractive rented uniforms.

The tour had now been going about 20 minutes. Next the group took a quick look at the new second-floor offices with their varieties of walnut, nikova, red birch and piranha pine paneling.

From there the group went down to the first floor, toured the new work-room and returned to the call office.

There were always plenty of beautiful flowers in the call office and the conference room and new business offices. By instructing the florists on what nights to bring their flowers and what color schemes to fit, the best in beauty and freshness was achieved.

#### Loudspeaker helps

A trick for keeping the tours at their best was a loudspeaker code which was developed to indicate if a group should be speeded or slowed. This kept any congestion from developing around the refreshment table or anywhere else along the route.

Next to the automatic storage conveyors, the public found the shirt-folding operation the most interesting. They were fascinated by the way the automatic shirt finishing operation took care of sleeves, and were intrigued by the drycleaning washer-extractor as well as other pieces of equipment that were unfamiliar to them as laymen.

The hat-blocking operation also interested the open-house visitors, who would be inclined to remember this service the next time they needed it.

Since the open house, call-office trade has been growing daily. Mr. Blanton believes that already the celebration has paid for itself. □□



Automatic conveyors proved most fascinating to those attending open house. The plant has two such conveyors for storing laundry and two for drycleaning for a total of 150 laundry bins and 800 cleaning hooks

the one thing



she can't do at home!

# RENOVATE PILLOWS!

## **SELL OLD CUSTOMERS! GET NEW CUSTOMERS!**

Renovating pillows has become big, profitable business everywhere . . . and it will pay you to investigate its wonderful possibilities. One of the few laundry services a housewife can't perform at home, pillow renovating brings in *additional* business from regular customers . . . and gives you a splendid opportunity to acquire *new* customers!

## **FIND OUT WHY THE HUEBSCH WAY IS THE ACCEPTED WAY**

The proper way to renovate pillows (the method used by America's leading laundries) is to remove feathers and clean and revitalize them separately. This is best done in a Huebsch Feather Renovator, a machine scientifically designed for the purpose. It is a simple, easy-to-learn operation. Huebsch Feather Renovators come in two models. Both are low in original cost, and economical to operate. Ask your nearest Huebsch jobber for full details on Huebsch Feather Renovators, or write directly to

**HUEBSCH MANUFACTURING COMPANY**  
3775 N. Holton Street  
Milwaukee 1, Wisconsin

Both Models can also be used as a regular drying tumbler.

# **HUEBSCH FEATHER RENOVATORS**

MADE BY THE WORLD'S LARGEST MANUFACTURER OF COMMERCIAL OPEN-END DRYING TUMBLERS



**Weighing** the possibilities Vian Silliman, director of the Bureau of Laundry & Dry Cleaning Standards, made some interesting comparisons between the baking and laundering industries, at the Pennsylvania Laundryowners' convention

## Can Laundrymen Sell Shirt Service the Way Bakers Sell Bread?

*Quality, uniformity and attractive packaging  
may hold answer to this provocative question*

**By VIAN SILLIMAN**

ABOUT THE SAME TIME that the laundry industry was attempting to get a meager foothold on American economic life by catering to "outside-the-house" care for collars, cuffs and bosom shirts, a few venturesome individuals were beginning to peddle, on trays and in baskets, loaves of the staff of life not prepared by the housewife who was supposed to take care of such matters. Those early loaves of bread were of numerous and diverse shapes, sizes and weights—not to mention quality. There was no attempt at packaging. . . .

Now I know nothing about the baking industry except what I know from observation and personal experience with its products. . . . What is important—real important—is to note what they have done with that loaf of bread.

First of all, they have won the American housewife almost 100 percent! And how did they do it? The first step, of course, was improvement of quality; the next step was uniformity of product; and the last (but not least important) step was attractive and

protective packaging. In a relatively very short period of time, therefore, through the simple expedient of producing a uniformly and consistently good product, packaged in such a manner that it is universally recognizable, they have captured almost the total market.

What a lesson we could learn from the baking industry! What undreamt of progress we could make if we took our loaf of bread (the shirt) and went to work on it as the bakers did on theirs!

Having now been engaged for quite a period of time (an entire year) in doing nothing but examining the so-called finished product (both laundry and drycleaning) of some of the finest and most progressive laundry plants in the country, I am reluctantly forced to the conclusion that the increased shirt volume in professional laundries is not because of the professional way

they are being processed—but rather because of the greater number of shirts being worn and the fact that the newer generation of housewives just doesn't like to do them at home. There are more shirts in your plants not because of your efforts—but in spite of them.

Today, because the baking industry has successfully captured the bread market and displaced home production of this commodity almost completely, this same industry is making tremendous inroads in the field of cakes and pastries. First of all they deservedly won the confidence of the consumer with a uniform and consistently good product and so they are able to interest her in companion products and services and thereby capture more of the over-all potential. Let me point out, too, that the companion products and services do not belie or betray the implied trust which is occasioned by the main product.

Couldn't our lowly shirt (the "heart" of the bundle) do the same thing for the laundry industry—if we



REVOLUTIONARY, NEW

# Liquid-Lite<sup>®</sup>

FOR THE WHITEST, BRIGHTEST  
CLOTHES POSSIBLE

*Tested 2-years and approved\*  
by laundries themselves*

THE PERFECT  
LAUNDRY AID



**SAVE**

with *Liquid-Lite*<sup>®</sup>

**THESE MANY WAYS**

- ★ Eliminates bleach, blueing and softeners.
- ★ Saves time.
- ★ Saves hot water.
- ★ Saves labor.
- ★ Saves soap by boosting soap action.

\*  
North Laundry Co., Pittsburgh, Pa.  
Suburban Cleaning & Laundry Co.,  
Pittsburgh 2, Pa.  
Ideal Cleaning Co.,  
New Kensington, Pa.

Two years of exhaustive tests in leading commercial laundries put LIQUID-LITE in a class by itself.

LIQUID-LITE is absolutely harmless to colored fabric. In fact, it makes colors bright as new, fast colors can be washed with white.

LIQUID-LITE does not have an undesirable build-up.

LIQUID-LITE is NOT effected by water hardness.

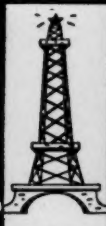
LIQUID-LITE is recommended for use in the soap step but can be applied in any rinse.

LIQUID-LITE gives results you can easily see.

So for BETTER QUALITY - LOWER COSTS - MORE SATISFIED CUSTOMERS - MORE PROFIT - give LIQUID-LITE a try. Check your distributor.

A few exclusive distributorships are still available in desirable areas. Write or phone for more information.

**NOTHING GETS CLOTHES SO WHITE AS LIQUID-LITE!**



## TOWER

CHEMICALS, INC. Glenshaw, Pa.

FORMERLY MIKO CHEMICAL CO.

"original quality products far above the ordinary"

Phone: STerling 1-8456

Vian Silliman is the director of the Bureau of Laundry & Dry Cleaning Standards, Washington, D. C. The Bureau was created by MacIntosh Associates because they believed that the need for product improvement was imperative and essential if the laundry industry was to survive. While the Bureau runs quality audits on the work of its member plants its services are also available to others who desire it. At the present time, the Bureau is doing work for 17 nonmember laundries.

We had the opportunity of hearing Mr. Silliman give a dramatic and thought-provoking talk entitled "By Their Shirts Ye Shall Know Them" at the recent Pennsylvania

Laundryowners convention at Shawnee-on-Delaware, Pennsylvania. Since we felt his presentation was pertinent to the laundry industry as a whole, excerpts from his talk are reprinted here.

Starting off, Mr. Silliman, like many thinking laundryowners, was deeply concerned by the fact that the shirt, the heart of the laundry bundle, was becoming the laundry bundle. Over the years, laundry volume from the standpoint of tonnage is either declining or remaining almost stationary, and only the number of shirts coming into professional plants continues to increase.

While Mr. Silliman admits that this is a heartening fact, he is nevertheless troubled by the implications.

He wonders why other launderable items are being withheld from the laundry bundle and has good reason to doubt that the launderers can take pride in the swelling volume of shirts handled.

He estimates that in the state of Pennsylvania alone, the male population uses an average of 12,000,000 launderable shirts a week and that the professional laundries of this state are doing less than 1,000,000 of them.

In the course of his talk, Mr. Silliman pinpoints the problem and makes three positive suggestions based on an analogy between the bakery industry and the laundry industry, which we think you'll find interesting.

gave it the proper regard and made it a uniformly and consistently good product—packaged recognizably in a standard fashion? If we could instill into the heart of the American consumer the same implicit—and deserved—trust that if she sends her shirts to a professional laundry she would always get a good shirt—couldn't this bring about a fuller laundry bundle—a bundle containing companion pieces which she now feels under no compulsion to send?

Of course we still have so far to go to perfect the loaf—the first step. . .

I think we would be safe in assuming that the total male shirt-wearing population would be very close to 4,000,000 in the state of Pennsylvania. Would you grant me an average of 12,000,000 launderable shirts a week—three per person? At an average selling price of a quarter (25 cents each) there is a total sales potential of \$3,000,000 weekly in shirts alone. How much of it are Pennsylvania laundries getting? How far are we from saturation? Here are the astound-

ing answers: the M. S. census report for 1954 lists total annual sales in Pennsylvania for power laundries, self-service laundries, and laundries other than power of \$50,781,000—less than a million dollars a week in total sales—\$976,558, to be exact.

#### Room for improvement

I am not quite sure how to translate this into units of shirts but I have been told by pretty good authority that a fairly accurate gauge of measurement is one shirt for every dollar of sales volume. On this basis, therefore, Pennsylvania laundries are doing less than 1,000,000 shirts weekly (again 976,558, to be exact) out of the enormous potential of 12,000,000 shirts. Slightly better than 8 percent.

I found this speculative mathematics very difficult to believe. Surely laundries are doing better than 8 percent of the potential in shirts! Why, there have even been wild claims of 10-12 and even 15 percent of total laundry potential. And admittedly

shirts are on the increase—while total units are on the decrease. How true!

The same census figures reveal that laundry volume in the classification of power, self-service and other-than-power laundries above referred to declined from \$51,183,000 in 1948 to \$50,781,000 in 1954, a loss of \$402,000. Not much progress, especially when we take into account the increase in selling price during this six-year period.

But why do I take up so much time in recitals of total laundry volume and the economic plight of the industry—if this is to be the topic of shirts? Well, I am establishing beyond a shadow of doubt two very important points:

1. That shirts are the reason why laundry volume decline hasn't been even worse than it is—and

2. That shirts offer the immediate hope of improving volume figures per se as well as the framework upon which to build a restored confidence in the industry.

But there is one principal reason

PACKAGING	SIZE OF FOLD	COLLAR SUPPORTS	BOARD AND BAND ONLY	BOARD BAND AND CELLOPHANE	BOARD BAND AND PLIOFILM	BOARD BAND AND ENVELOPE	BOXED	SHELL	SPORT SHIRT FOLDED REGULAR	SPORT SHIRT FOLDED SHORTFOLD	SPORT SHIRT ON HANGER
Wh. Shirt - Lg. Sl. Fr. cuffs	1	9	4		1	1 2	5	1			
Wh. Shirt - Lg. Sl. Barrel Cuffs	1	9	4		1	1 2	5	1			
Wh. Shirt - Oxford - Button-down collar	1	9	4		1	1 2	5	1			
Wh. Cotton Sport Shirt - Button-down collar	1	5	4			2	5	1	9	1	
Colored Synthetic Sport Shirt - Button-down collar	1	3	4	1		2		1	10		
Dark Cotton Sport Shirt - Button-down collar	1	6	4	1		1 2		1	10		

PROCESSING	WASHING	COLOR	FADING	SPINCH	NO SPINCH	FOLDING	WASHING WINDUP	NOT CLEAN	SPOTS	SURFACE DIRT	LINT	FUSED	SHRINK	FRAYS	FLUFFY	CLIPPED	COXES	WREDS	BUTTONS REPAIRED
Wh. Shirt - Lg. Sl. Fr. cuffs			9				5		1					7		4	9		
Wh. Shirt - Lg. Sl. Barrel cuffs			9	1			6		1							7	7		
Wh. Shirt - Oxford - Button-down collar			9			1	6		1	1						2	9		
Wh. Cotton Sport Shirt - Button-down collar			5			2	4									2	8		
Colored Synthetic Sport Shirt - Button-down collar			7				2					1	1			2	6		
Dark Cotton Sport Shirt - Button-down collar	1		5			1	2									1	7		

The Bureau's analysis of shirts sent to ten prominent Pennsylvania laundries showed wide variations in methods of packaging and processing. Mr. Silliman believes uniformity may be one key in getting more shirts out of the home.

## A Completely New **FLATWORK IRONER TAPE**

# TOP TAPE



Developed and extensively tested in actual use, Top Tape has been proven to outperform and outlast all other tapes.

### TOP TAPE guarantees —

- Greater stability . . . no stretch, no shrinkage
- Maximum heat resistance
- Non-slip construction . . . all tapes travel at uniform speed

Eliminates the frequent changes which stop production when you use other tapes.  
Reduces markings to an absolute minimum . . . because TOP TAPE is extra fine.  
Comes in ONE PIECE ROLLS . . . There's no waste, no time consuming splices.  
Top Tape can be stapled or knotted and may be used on all types of ironers—with or without tension spools.

— Another  
Quality Product of



Order TOP TAPE  
from your jobber

2108 Washington Ave., New York 57, N. Y.

The finest in Industrial Textile Specialties for  
the Laundry and Dry Cleaning Trades



TOTAL ERROR CHECKS - BY TYPE OF ERROR - BY PLANTS												
PLANT NO.	IMAGED	COLOR	FINISHING	STARCH	FOLDING	POCKETED	STAYS	SHIRTS	DIRT	FIXED	POCKETED	TOTAL
1	1	5				1	3					10
2	1	5				1	3					10
3		1			1	1						4
4	1		3			4			1			15
5		5		2	3			1				20
6		5	1		1							14
7		1	3		3				1			15
8		5			4							16
9		6			3				1			17
10		6			2				1			20
TOTALS	3	1	44	1	4	25	3	1	1	7	18	154
	5%	79%	48%	5%	2%	30%	77%					

Folding and finishing errors still rank high in Bureau's survey on shirt quality. But the fact that one of the ten test plants made a near perfect score on all counts indicates that tremendous improvements can be made

why the laundrymen of Pennsylvania—and of the nation—have not made greater progress in digging into this vast potential; and that reason is lack of *quality*. Admittedly, housewives do not like to do shirts at home and admittedly men do not like to wear home-laundried shirts. Then, why, oh, why, shouldn't laundries be handling 80 or 90 percent of this desirable business instead of 8 or 9 percent?

Quality is made up of many ingredients. It has been the passionate and fanatical aim of the Bureau of Laundry and Dry Cleaning Standards to:

1. Proclaim the need for uniform quality.
2. Reveal the absence of it through its research and consumer studies.
3. Standardize and codify the requisites upon which it must be built.

Because the program committee of this year's convention recognized the deep interest of the Bureau in this subject of quality and the influence which it has been wielding on its members in that direction . . . the Bureau was commissioned to conduct an audit of the quality of the shirt product of at least 10 prominent and well-known laundry plants in the state of Pennsylvania. . . .

In order to build a story we had to have some case histories. Some time within the past several weeks each one of the 10 test plants received six shirts. To make this test as all-embracing as possible—each one of the shirts was of a different type. First there was a stay-type-collar shirt with French cuffs; then there was a regular straight-cuff or barrel-cuff shirt with a collar ordinarily requiring starch; of course there was an oxford cloth button-down collar shirt; another shirt was a white cotton short-sleeved sport shirt; still another was that famous dog of the industry, the short-sleeved synthetic—rayon-acetate shirt—the kind that usually bears the label "Hand-washable-wash in lukewarm water-press

with cool iron"; and finally there was a dark-colored sport shirt with long sleeves. All of these shirts are coming into your plants daily in varying numbers.

The shirts used in these audits were all brand-new and each bundle was made up of the same size shirts—15½ and medium. It wasn't a case of sending a size 17 or 17½ to one plant and a 13 or 13½ to another plant. None of the shirts was worn so there were no different stains or varying degrees of body perspiration. They were all washed to remove manufacturer's sizing—and the new feel and smell. Then they were simply crumpled and twisted and wrinkled again to disguise the completely new look. They were further prepared by the removal of buttons and the insertion of loose tobacco and foreign objects of all sorts into the pockets. The items used were largely gathered from the marking tables of several laundries.

Of course, I will admit that the concentration was probably greater in the case of these prepared shirts—as was also the total number of missing buttons.

These shirts went through list-price or piece-price service in each case—a fully identified and presumably fully inspected service.

#### Points observed

There were quite a number of things we wished to observe with regard to the processing of these shirts. First of all, we observed them with reference to the manner of packaging. We wanted to see whether a sport shirt or an oxford-cloth, button-down-collar shirt, for example, would be recognizable as the same shirt whether processed in Philadelphia or Pittsburgh or Johnstown or Stroudsburg. If your same customer were looking for a loaf of bread in any one of these cities or towns he would have no diffi-

culty in finding what he was looking for. And he would find it wrapped in waxed or wax-coated containers so closely alike that only the imprint on the wrapper would tell him whose product he was buying. We wanted to study and report the similarities and dissimilarities surrounding the important merchandising appeal of this vital item.

I have charted the results. And these are only 10 plants. How many more variations would we find as we would extend the study?

#### Finishing is important

Then, of course, we turned to the actual processing operation. We did not employ a reflectometer to measure the various degrees or shades of washing efficiency. Ours is not an engineering service; it is an accounting agency of the final result. Unless you returned the shirts with grease or rust spots, contact stains or surface dirt, your washroom procedure passed without question. But did we ever look at the finishing—and the folding—and the starching—and the French cuffs—and the manner in which foreign objects and/or soil were or were not removed from the pockets—and the failure or the success in replacing missing buttons!

#### "Where are the nine?"

Out of 10 plants tested (and again I repeat—it could have been any 10 just as well) *one* of them replaced every missing button, returned every shirt pocket thoroughly cleaned out, had very few finishing errors, treated the Celanese acetate shirt as gently and carefully as a mother cat transports her kittens, and in general returned a very satisfactory bundle—proving thereby that it can be done—and that it is not too difficult to do.

One out of 10—"but where are the 9?" Is there any significance between this revelation and the fact that presently we are getting about 10 percent of the total shirt potential? Possibly so—at any rate it could behoove the nine to reconsider their behavior and take heed to the performance of the one.

I would like to insert at this point an answer to a question which might or might not be asked of me later: How about Bureau member plants? How would they fare in a similar test? Have their efforts and their participation in the services of the Bureau brought about an improvement of their product?

I wish that I could report perfection on the part of the Bureau member plants. Unfortunately, I would be

# Here's How The SAGER CUTS SHEET SHAKING COSTS in HALF

## Pocock's Corner

In order to increase flatwork production on most any type of ironer, it is necessary to condition or reduce the moisture content before feeding to the ironer. Heated



M. A. Pocock

tumblers are, of course, the outstanding answer—they can be many small ones or one large one, you may apply a small amount of heat or a whole lot of heat. BUT, you should know just what you are doing and just how much heat is required under different weather conditions.

Facts and figures of this nature should be PAINTED on the nearby wall, or on the very machine itself. Even then, these figures should be checked by tests once a month, keeping everyone informed.

This last month, several laundry operators questioned my statement that the general average moisture retention (after extraction) was from 55-60%. Frankly folks, such an average happens to be too good for most of you.

I suggest that you run a few tests, this week, Thursday or Friday, for sure. Weigh a load just out of the extractor (of course weigh the empty truck first). Note the length of time the extractor runs, the day's weather conditions, and then run this load through the ironer, NOT once, BUT THREE TIMES (no, I am not nuts) and weigh the load. It is the BONE DRY weight that is the TEST weight desired. Then send the figures to me, I'll figure the results and publish them (no names, of course).

By the way, when you send me this information, let us also find out what might be the average cost per hour of operating a flatwork ironer. I am particularly interested in 6 and 8 roll ironers (but others may be checked). State just what items you would include as important factors of cost.

Don't leave this to others, do your part right now—today.

*M. A. Pocock*

## Speeds Up Flatwork Production Increases Your Profits

The

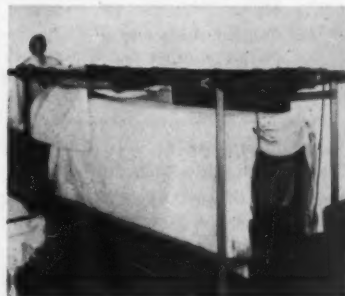


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With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

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View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day

### ★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines.



Please send us full facts about your labor-saving Sager Spreaders.

**M. A. Pocock**

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Firm \_\_\_\_\_

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Print your name \_\_\_\_\_

### Quality Shirt Standards

*As recommended by the Bureau of Laundry & Dry Cleaning Standards.*

1. Washed clean—good color
2. No spots or stains
3. Pockets clean inside
4. Starch in regular-type broad-cloth shirts
5. No starch in stay-type collar and Oxford cloth shirts, unless requested
6. French cuffs properly creased and held in place with clips
7. Original colors retained in colored rayon and gabardine shirts, and shirts finished without shine or fusing
8. Gussets and yokes finished properly.
9. Neatly folded without excessive wrinkles and creases
10. All missing buttons replaced
11. Sport shirts returned on hangers
12. Regular shirts enclosed in cellophane or other transparent material, to be dust free and crumple resistant

handling the truth very loosely if I did. But happily I can, in all truthfulness and sincerity, say that the products showed a tremendous improvement over the products of 9 of the other 10 plants tested—and were vastly different from what they would have been a year ago. No, they didn't replace all the missing buttons—they didn't quite get all the dirty pockets—and there were even quite a number of finishing imperfections scored against them. But they showed some progress in the right direction along the slow trail of consistency, uniformity and acceptability.

### Quality consciousness

It is not my purpose, in any way, to taint this program with any touch of commercialization. I simply referred to the testing of Bureau member plants in order to prove my point that the attainment and maintenance of quality is not an impossibility if there is sincere consecration to the task. Fortunately one of the non-Bureau plants tested proved that it can be done—without the help of the Bureau. I am sure that in his case—as in every other case—it didn't just happen. He must have a superlative sense of quality consciousness and he must be working at it to see that he gets it.

□□



New officers, left to right: Dick DeKaye, James Sleeter, Jack M. Cline and Sterling B. Hoge

## Future Viewed in Montana

MORE THAN 100 cleaners and laundrymen of the Northwest and Canada convening at Billings, Montana, were told to visualize themselves in the double role of leader and follower.

Paul Jacobsen, representing Walerstein Co., Inc., said wash-and-wear fabrics have sharply focused the industry's need to reassert its ability "to do for the consumer what he cannot do for himself at home." But the industry must also be sensitive to modern urban trends, cautioned Willis Pellerin, president of Pellerin Milnor Corp. This, he said, means gearing location and operation of plants to the shopping habits of today's customer-on-wheels.

Messrs. Jacobsen and Pellerin were among featured speakers at the annual convention of the Laundry Owners & Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, May 10-11.

James Sleeter, Havre (Mont.) Laundry, Havre, was elected to succeed Jack M. Cline, Billings, as association president. Others elected were Dick DeKaye, Quality Cleaners & Laundry, Cut Bank, Mont., vice-president, and Sterling B. Hoge, Fashion Cleaners, Cut Bank, secretary-treasurer. Named to the board of directors were Mr. Cline, Chet Scott, Laurel, Mont.; Dave Bogut, Glasgow, Mont.; Duke Dover, Lovell, Wyo.; Ernie Osborne, Lethbridge, Alberta, and Jack Burton, Medicine Hat, Alberta. Bud Biggs, Kalispell, Mont., was appointed publicity chairman.

State Representative James R. Felt

told the group Montana has the highest property taxes in 11 Western states. He said property taxation in the state probably has reached its limit and predicted the legislature would pass a sales tax.

A discussion of local and regional problems was led by a panel consisting of William Templeton, Templeton's, Ltd., Calgary, Alberta; Howard Brooks, New Method Laundry, Edmonton, Alberta; Wally Doe, Wally's Cleaners, Billings; C. J. O'Connell, Gallatin Laundry, Bozeman, Mont., and Herman Topel, National Laundry, Great Falls, Mont.

G. Louis Dodge of Fresno, Calif., president of the American Institute of Laundering, said research can insure a rosy future for the laundry industry despite prospects of a declining labor force. He said the AIL has authorized a study to determine how the industry can improve its service at lower cost, and to investigate marketing and distribution methods as a further aid.

Addressing the association's annual banquet was Floyd Ruddy, vice-president of the Hines Motor Supply Co., Billings. He urged owners and managers to "give employees a sense of security, recognition and belonging."

The convention program also featured a demonstration of steam-air equipment and techniques by Larry Porterfield of P & H Industries, and a report by Dr. Joseph R. Wiebush, director of research for the National Institute of Drycleaning, on "Research on Cleaning Room Practices." □□



A black and white photograph of two men in business attire. The man on the left is younger, with dark hair, wearing a light-colored shirt and a dark tie. The man on the right is older, with glasses and a mustache, wearing a light-colored shirt and a patterned tie. They are both looking down at a document or set of plans on a table. The man on the right has his hand on the document. The background is a plain, light-colored wall.

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*You can expect more from . . .*

**American**

The American Laundry Machinery Company, Cincinnati 12, Ohio





Floating market of Hampton Roads, pointed out by Warwick's John Doley, is vitally dependent on time and tides. Laundry service is geared to meet sailing schedules

## Covering the Waterfront

Ship service a natural for port cities;  
set up to give fast, reliable service

By HENRY MOZDZER

EVERY SEAPORT town worthy of the name has a laundry that gives ship service. But probably few have been at it longer than Warwick Laundry & Drycleaners, Inc., of Newport News, Virginia, which has been catering to the ships in the second largest harbor in the world for the past 75 years.

The plant will handle anything from a few personal bundles off a

tramp steamer to a shipload of linen work from some of the largest passenger liners afloat. One recent order from an ocean-going tourist ship being outfitted for duty called for the laundering of 322,000 pieces of sheets, towels and pillowcases.

Most of the work is "rush." Often the plant must return the work within four or five hours after it is received

to make an early sailing. There's no "good" excuse for being late. The Warwick operation must be fast, flexible and reliable to live up to its motto "For Smooth Sailing." And it is.

Because of its proximity, it's natural that the plant's activities revolve around the sea. At the present time, management is actively participating in promoting the International Naval Review which will see the largest peacetime international fleet ever assembled anywhere. It is a feature of the Jamestown Festival commemorating the 350th anniversary of the founding of Jamestown.

But Warwick started out as a family laundry and is still very much interested in this field. This firm operates six family routes, three commercial and one ship-service route. (The last brings in between 5 and 10 percent of the total volume of business done.) In addition to these, the plant operates eight branch stores and two call offices on the premises.

The idea of having two walk-in offices—one at the front and the other at the rear of the plant—is to give the location the maximum exposure possible. The second call office was opened only two months ago. It fronts on a main street, and management has gone all out to identify and promote it as a drycleaning outlet.

The original call office on a less heavily traveled artery still features laundry. But both, of course, accept laundry and drycleaning orders. At the present time the ratio of laundry to drycleaning volume is roughly 50-50.

One of the more unusual features of Warwick's new outlet is its custom or "Orchid" shirt service. For just 2 cents more than the regular 23-cent shirt price, the plant will return a business shirt on a hanger encased in a colorful and reusable pliofilm bag.

The girl in the office handles all the marking, pricing and assembly right at the counter. The shirts go on the same bill as the drycleaning. While this service is still too new to evaluate, a surprising number of customers do ask for it. Regular shirt requests are folded and also packaged in pliofilm bags.

To keep pace with growth of services, the company is currently in the midst of a program to modernize its identification procedures. The idea here is to use a key bar for fully identified shirt lots so that the lots will come out complete, eliminating "stragglers." Identification procedures will also be reworked on family finish and fluff-dry work.

The Warwick plant is managed by John Doley, and is one of the six Virginia state laundries headed up by Stuart A. Smith. □□



Truck fleet serves both sailors and landlubbers, giving regular or three-day service. Laundry must often be processed and returned within a few hours



**Starchroom reports on . . .**

## **A New Look in Shirts**

**Semi-flat collar fold and transparent bag eliminate usual packaging devices, offer fresh sales approach**

MEN'S SHIRTS, dress or sport, remain one of the backbones of the professional laundry industry. And any time something new in the styling, manufacture, wearing or finishing of shirts appears on the horizon, professional laundrymen should be aware of the possible far-reaching effects on themselves.

We were intrigued by new equipment demonstrated for the first time at the National Institute of Drycleaning exhibit in Atlantic City last March. Frankly we look with favor on *anything* that will put in the hands of the laundryowner something new to sell, merchandise or promote. As we saw it, the new method of finishing and packaging shirts might be one of those.

Consequently, we set out to pin down results to date with the semi-laydown collar, or laydown collar, if you prefer, as seen at the recent show.

Departing from our usual method of presenting material in our editorial pages, we will give in detail a description of the newly devised equipment, now being manufactured by at least two allied trades firms. Ordinarily, we do not stress commercially manufactured equipment, and we do not intend this preliminary report on a new development to be an endorsement by STARCHROOM of any manufacturer's equipment. However, highly detailed

**By HARRY YEATES**

information is necessary if our readers are to fully understand how sales and consumer reaction as well as production techniques are affected by the new shirt folding and packaging method.

We ask you, then, to read on with the knowledge that our interest is solely in the shape of shirts to come—and their production in the professional laundry.

The equipment around which the new look in shirts revolves resembles a regular automatic folding table but the electrically heated collar former makes the difference. It is possible to buy a folding table in which this feature is standard equipment. Or laundrymen may convert their present tables by purchasing the heated collar former as a unit.

The collar former we investigated is made of four blocks—two side blocks and one at front and rear—which expand and contract automatically to fit standard neckband sizes for all styles of business and sport shirts.

The heated blocks shape and set the collar in a triangular form so that the back of the collar lies back while the collar points slope forward to rest naturally on the upper bosom.

The collar is shaped so as not to "break" when shirts are stacked one on top of another. They should, in fact, have enough resiliency to spring back when pressure is relieved.

The heat of the blocks can be regulated to meet various conditions of fabric, moisture content and operator speed. The blocks are, furthermore, thermostatically controlled to insure safety and quality and to maintain production.

Once the shirt is folded, the blade is lifted and an envelope slipped over it. Then the shirt and the envelope are removed together.

The unit can be used to fold and form both business and sport shirts in the same manner without buckling the area near the top button or creasing the collar. The final result is a finished and folded shirt that looks like one right off the dealer's shelf.

### **Good sales aid**

One of the obvious advantages that a plant equipped with these folding units has is that it gives sales personnel something new to talk about in its dealings with both current and prospective customers. The themes of "service and quality," while important, are too often meaningless and have been overworked to the point of

**Sports shirts are packaged like business shirts. Finished product compares favorably with brand-new shirts**



**Heart of the new packaging method is the heated collar form set in an automatic folding table**



being trite. The semi-flat-fold collar gives the salesman the chance to show a real difference and invites the customer to make comparison.

Some of the other selling points used by the advocates of the semi-flat fold are: They take up less space in bureau drawers; the natural neck shape with the shirt hugging the back of the neck instead of clutching the throat; collar buttons are easier to grasp; the tie slips easier when tying; the collar points lie flat; less material to handle in unpacking the shirt, etc.

So far as production is concerned, the plant using this new equipment may, if it desires, dispense with shirt boards, collar supports, shirt bands and other devices used to protect and "beef up" the finished product.

And it would appear that the folder's task would thus be simplified, enabling her to fold more shirts in the same time. This is borne out by the experiences of one Illinois plantowner who now packages his shirts in a clear-front envelope with none of the usual accessories. By putting the envelope over each shirt while it was still on the folding blade, he found this procedure required approximately half the time formerly needed to position board, band and collar support. Until the new method was adopted, the operator performing this function always had a stockpile of shirts waiting to be folded. Now the same operator has to wait for the finishers to catch up with her.

One plantowner who has an automatic folding table for stand-up collars and another table equipped to give a semi-flat collar produces a total volume of 6,000 shirts per week priced at 26 cents each. He observes that the cost of cardboard shells has already been reduced at least 25 percent since the semi-flat-fold equipment was installed. Reason for this:

the semi-flat shirts take up less space. Where eight business shirts with conventional collars require a shell 12 inches high, the same eight shirts with the semi-laydown collar need a shell only 8 inches high.

The same plantowner estimates that the space formerly required to store finished work—sorting bins, store shelves and delivery trucks—can be reduced by one-third.

The extent of savings depends on two things: (1) how the shirt was formerly packaged, and (2) customer reaction. One cannot overlook the fact that the envelopes—be it cellophane, pliofilm or plain bag—which makes it possible to eliminate some of the shirt devices, do cost something in themselves.

One laundry manager in Indiana, who tried the semi-flat unit on three of his folders, likes the new system because he feels he is giving customers better quality. And he saw the possibility of saving several thousand dollars in packaging costs annually. But on surveying part of his market he found customer opinion was divided. Half liked the new package and the other half favored the old.

In this case, the plant had for many years used a very elaborate shirt package. It consisted of a 4-inch shirt band done up in three colors, a shirt board, colored collar support—all heat-sealed in a diamond cellophane sheet. (The plant averages 14,000 shirts per week and the base price is 28 cents.) Compared to all these accessories, the new package, says the plant manager, "looks quite stark." The plant is still using the semi-flat collar molder but all the previous packaging accessories have been returned to use because the customers like it that way.

Two other plantowners in a neighboring state conducted similar cus-

tomers preference surveys and in both instances the majority of those responding favored the change to the semi-flat collar form.

One operator whose five trucks serve the North Shore suburbs of Chicago distributed 1,000 questionnaires as bundle inserts in each package of "new look" shirts. He wanted to get customer reaction before converting his packaging policy completely, found that 97 percent of the replies were all for the change.

#### New care for sport shirts

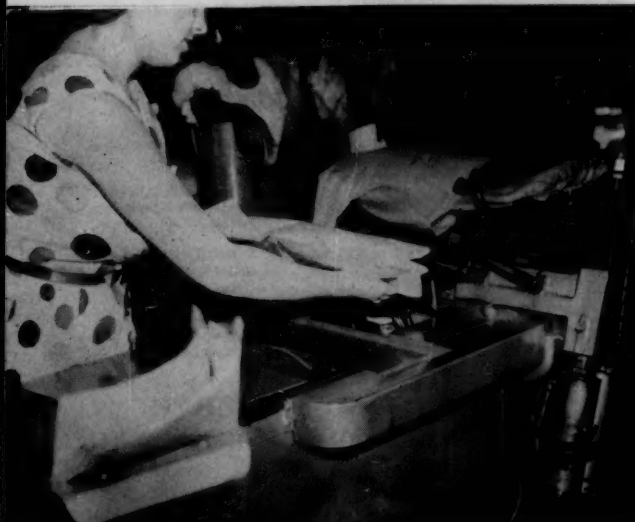
Perhaps the greatest difference in shirt packaging is noted in the handling of sport shirts.

In the plant mentioned above, about 10 percent of the shirts received are sport shirts. These were all previously folded on a third table over a wide cardboard shaper. The collar was laid flat with the top button open in a V-shape. The creases at the sides of the collar and in the neck area tended to show when the customer wore the shirt buttoned up all the way.

With the new collar molder attachment, sport shirts and business shirts are formed the same way. And collar style doesn't make any difference. The operator's procedure is the same with the semi-flat as it was with the stand-up collar fold. The new attachment has not necessitated any change in method or training procedures.

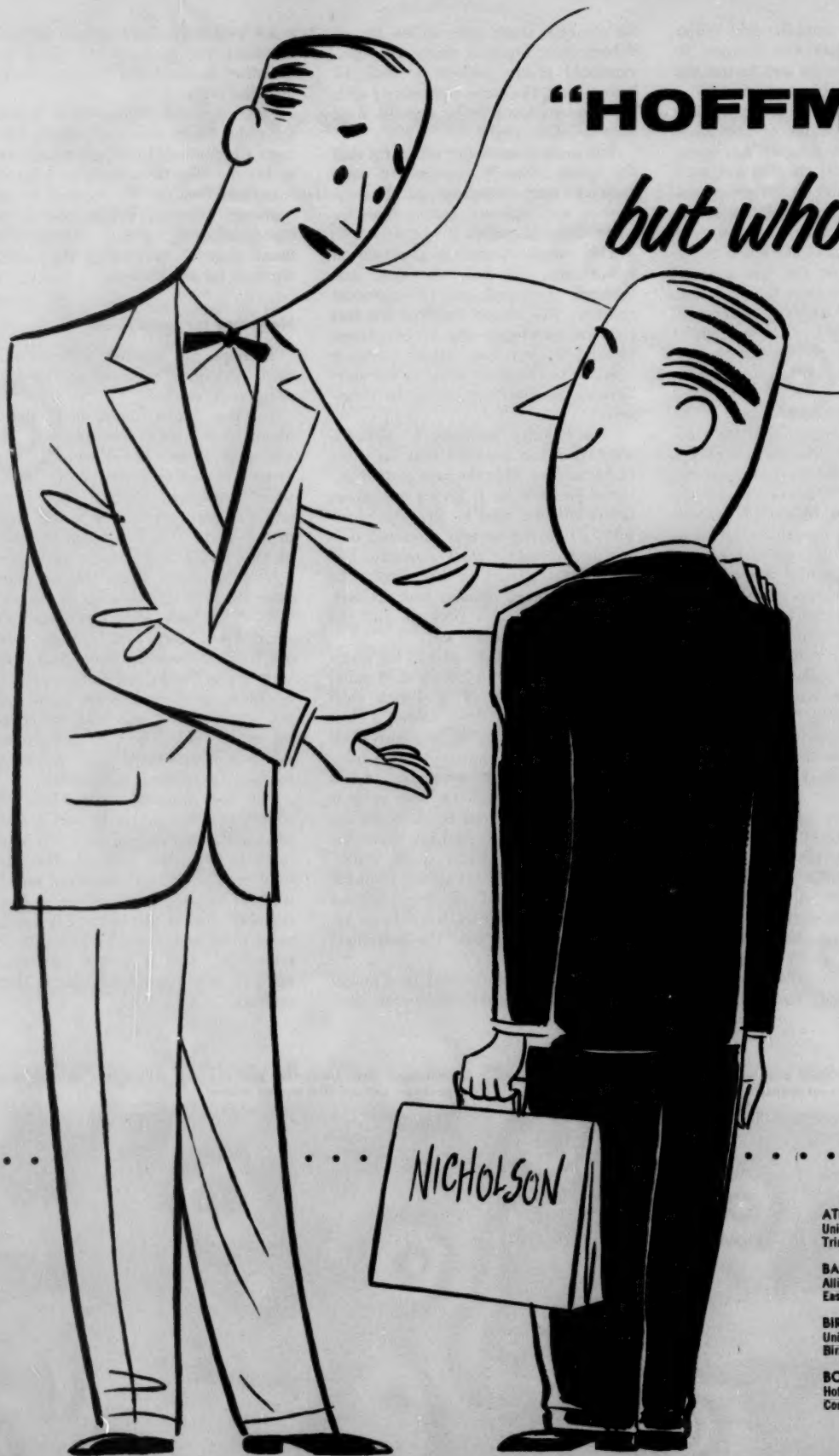
The only difference noted was that some operators prefer to add a sheet of paper as backing to give soft shirts more body in the package. Just how long such a package can stand on end without sagging or buckling is questionable. But at this writing it doesn't seem to be one of great concern to the consumer. And it is the consumer, after all, who has the final say in these matters. □□

Shirt envelope is slipped over loaded folding blade. Shirt is returned to customer without usual supports



Comparison test dramatizes that semi-flat collars take up less space in package, suitcase and bureau drawer





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**W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.**

June 15, 1957



First unit was built as an attachment to the main plant. Customers can view the complete operation through the front windows

## How to Promote Semi-Finished Bundles

North Carolina plant hits paydirt  
with two quick-service outlets

RICHARD VINOCUR

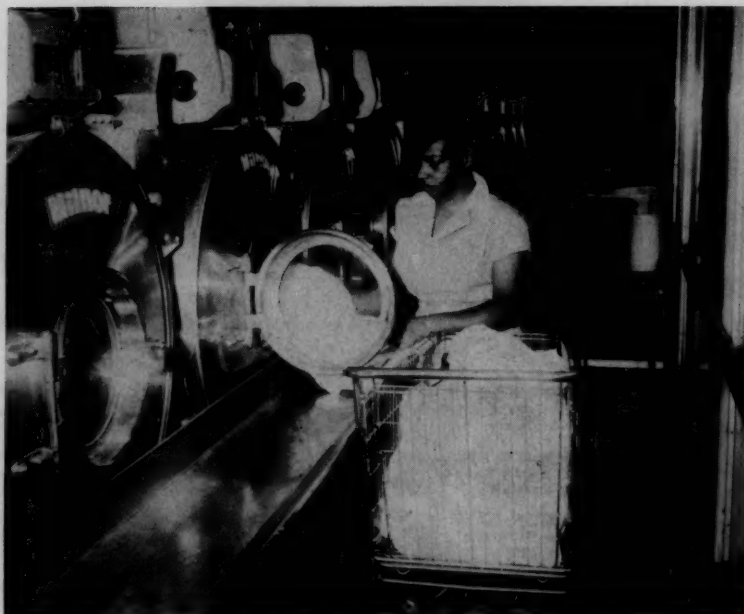
SEMI-FINISHED SERVICES can be built up and made profitable under the proper treatment and promotion of such work. Lane's Laundry in Greensboro, North Carolina, has been quite successful with outlets designed specifically for the wetwash and fluff-dry bundle.

About three years ago owners Virgil and Austin Lane were toying with the idea of providing passersby with some type of visual activity in the plant. They also saw the need for a good semi-finished service in Greensboro.

### Build addition

In the fall of 1954 the two brothers decided that they could incorporate both ideas by building an addition onto their main plant. Thus, a modern 20-by-30-foot building was constructed. The new outlet was named Quik-Wash to denote the idea of quick service.

The addition is enclosed by plate glass on the front and side to allow the customers to see the washing pro-



Inside of first outlet can be seen from the main plant's call office. Four 25-pound washers handle all the work

# Diamond Ortholate brings back bigger bundles

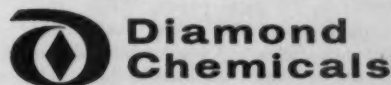


When a lady unfurls clean-smelling, white-as-new sheets—fresh from your laundry—she's apt to promise herself that next week's bundle will be bigger.

ORTHOLATE helps you plant this pleasant, profitable thought. DIAMOND makes soap-saving ORTHOLATE by fusing orthosilicate with complex phosphate into an integral, dustless flake. The combination lifts whiteness retention and digs out hard-to-get soil. Fabrics live longer, too.

Customers want to come back for work like ORTHOLATE turns out. Phone your nearby DIAMOND distributor for a free test. No obligation. DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, O.

Diamond Laundry Detergents • Sours • Blues







**Second operation capitalizes on established name.** Plant provides ample parking space to customers who want to wait while bundles are being processed

cedures and get the feel of laundry activity.

Four 25-pound washers, one 18-inch extractor, two 36-inch tumblers and one twin tumbler make up the unit's equipment. The four washers and the extractor can all be clearly seen from outside the plant. Two girls are employed to do all the work required in the operation.

The addition may be reached from either the main plant's call office or the outdoors. This enables customers to drop off all their laundry and cleaning in one stop, no matter what type of service they may want. The operation provides one-hour service for the customer who wants fast service, as well as convenient location. The operation is designed to answer the needs of "processed while you wait" customers.

The Quik-Wash section has also been drawing finished laundry bundles and drycleaning business to the main plant. "Offering a fast personalized washing service which the customers can see and understand has given our routemen something to sell. It's a door opener that makes sense," commented Virgil Lane.

#### **New section publicized**

The cost of construction was \$15,000. After the building was completed plans were made for an extensive promotional campaign. Virgil Lane, a cartoonist in his spare time, developed characters to use in one-column cartoons in the local paper. While construction was still under way these cartoon characters were whitewashed on the two large windows of the build-

ing. Little quips and quotations such as "Wonder what's going on in there" created curiosity and interest on the part of Greensboro residents.

An open house was planned for the grand opening and the Lanes had the Greensboro mayor come out and cut a pair of dungarees in place of the usual ribbon. "We're splitting our britches with pride over the new plant," Mr. Lane quipped. This gimmick also drew some free promotional pieces in the local papers.

About 1,000 people attended the open house and even more were on hand when a drawing was held for a TV set that was given away as a door prize. Tours were conducted through the main plant and an exhibit of 1,000 samples of textile fabrics collected by a chemical company was displayed as an educational feature.

#### **Advertising pays off**

Having had a satisfactory turnout and launching of the new unit, the Lane brothers sat back for a while to see how their new addition would prove itself as to customer appeal. After several weeks sales reached the \$300 mark.

The feature of the whole operation that pleased the Lane brothers most was the growth of bundle weights. At first average weight was about 8½ pounds. After several weeks the bundle weights jumped to 12 pounds, then 15, and then began to level off.

"This bundle weight increase is what we like," commented Mr. Lane. "It proves the market is there to be sold and upgraded."

With the growth of the new unit

and confidence of the market, the Lanes began contemplating a new outlet. They felt they could exploit their name in a new location. An ideal spot was available near a shopping center about two miles from the main plant. To satisfy the increasing demand for while-you-wait washing and drying services, plans were made for a \$30,000 construction built much on the same lines as the first unit.

The new Quik-Wash operation was initiated with the same fanfare as was the first unit. And once again the market was there. After about a year and a half of operation volume for just the quick-service type of work and the semi-finished bundle, spin-dry or fluff-dry, is averaging about \$1,000 a week.

The second building has three sides enclosed in plate glass so that the customer can see all activity in the plant. Ample parking area allows the customer to park and shop at the supermarket while her bundle is being processed.

Both outlets charge 54 cents for a 9-pound spin-dry load with a 6 cents-per-pound additional charge. For fluff-dry services the customer pays an additional 2 cents a pound.

Neither store has a call office; the customer just drops the bundle off in the plant. From the Lane's experiments with the operation, they now find that they need a counter in the second outlet because of a growing volume. Plans are presently being made to install a counter to speed up workflow.

It took a while but the Lanes discovered that a profit can be made on semi-finished bundles with the proper promotion and handling. □□

# CISSELL LAUNDRY TUMBLERS

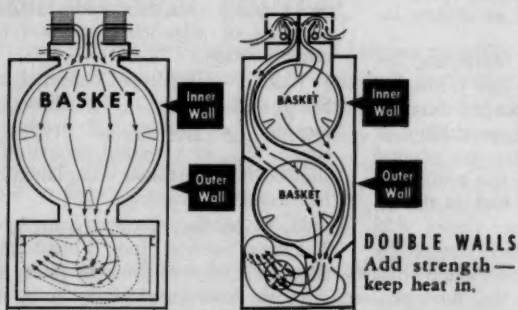
Gas-Fired or Steam-Heated. Double Basket "Twin".  
Single Basket: 36" x 18", 36" x 30", 42" x 42"

## BIG, HUSKY BEAUTIES

Modern in cabinet design. If you like, install them side by side, yet retain complete flexibility of all parts for simple maintenance. Here's EYE APPEAL TO CUSTOMERS . . . EVERY APPEAL TO OPERATORS . . . EVERY TUMBLER FEATURE YOU WANT AND NEED. Available with controls that actually *think* for the operator.

Compare Cissell Tumblers, point for point, — and you'll know why they're the talk of the industry.

ALSO AVAILABLE: Cissell Steam-Heated Dry-cleaning Tumblers: Single Basket: 36" x 18", 36" x 30", 42" x 42"



### NO-SAG, NO-SNAG

**BASKET** Designed to take the load without need of auxiliary supports. Shell is welded to solid end plates. Heavy metal ribs with a sturdy cast spider connect ribs and shell into a rigid assembly. Basket may be removed in less than one minute. Perforations in basket shell are extruded to provide a smooth surface that will not damage fabrics.



### ON GAS-FIRED LAUNDRY TUMBLERS

#### AUTOMATIC TIME & TEMP. CONTROL

Cuts off gas automatically when temperature reaches setting of Temp. Control; turns on gas automatically when temperature drops below setting. Door switch stops basket motor and cuts off gas. Time Switch, in zero position, cuts off gas automatically; remains off until Time Switch is re-set by operator . . . extinguishes Time Signal Lamp . . . notifies operator that time period has elapsed.

ON CISSELL "TWIN" TUMBLER operator can set temperature control at a low temperature for one basket, at a high temperature for the other basket . . . or to any degree of heat desired in either basket. Then, with no further adjustments, the loads in each basket will dry independently at the setting of its temp. control.

### ON STEAM-HEATED LAUNDRY TUMBLERS

**BELL TIME ALARM** notifies operator that time period has elapsed. Door switch stops basket motor.

**TIME & TEMP. DRY ALARM** assists operator in determining dryness of load by time . . . Time Switch, in zero position, extinguishes Time Signal Lamp . . . notifies operator that time period has elapsed. By temperature . . . Wet load placed in basket causes exhaust temperature to drop. When dry state condition is reached, exhaust temperature is restored to normal. Temperature Lamp extinguishes . . . notifies operator that temperature of tumbler has reached dry state setting of temp. control. Door Switch stops basket motor.

# CISSELL

*Consult Your Jobber*

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.  
Foreign Distributors write Export Dept.—Cable Code "CISSELL".



Workshop session on laundering, national affairs and marketing made up the afternoon segment of the five-day Linen Supply program

## Linen Suppliers See Record Year Ahead

*Forty-fifth convention-exhibit lures 700 to Boardwalk City*

PREDICTING the industry would reach a total sales volume of \$400,000,000 for the year, Jack A. Quigley, president of the Linen Supply Association of America, opened the organization's forty-fifth annual convention-exhibition at Atlantic City on an enthusiastic and positive note which set the tempo for the five-day program, May 6 through 9.

One of the plans announced to insure this sales goal was the \$72,000-a-year advertising program that linen suppliers will sponsor for the next five years. The members had the chance to preview the 1957 campaign produced by William H. Aaron of the George H. Hartman Co., Chicago.

During the Laundry Workshop session featuring Dr. Pauline Beery Mack and John A. Balog, Texas State College for Women, Denton, Texas, the suppliers learned of studies which may ultimately reduce costs and help them to do a better job.

One study on fabric blends showed

that even a small (16 percent) mixture of nylon with cotton prolonged fabric life by almost 300 percent. Next step is to see if the price of such blends would justify their adoption.

Another study on the properties of inorganic bleach (which most laundries use) vs. organic bleaches showed that in overbleaching, organic strength loss was not affected while inorganic strength loss increased as acidity increased.

Those attending the Marketing Research workshop heard Leo J. Shapiro (and Associates), Chicago, describe market research as the assembling of uncorrelated anxiety into one general problem. He described the sources of research, took a broad look at the industry and, among other things, told why people react to linen service the way they do. One revelation that surprised suppliers was that most people are reluctant to soil linen.

Stanley I. Posner, general counsel for LSA, led the National Affairs

workshop bringing the members up to date on the industry's growth and the legislative climate affecting it.

During the two "A-Z Linen Supply Company Board of Directors meetings" the members were exposed to a wealth of ideas on many management problems. While the A-Z Company is a fictitious body, the problems and solutions were real.

One of the most provocative subjects covered was that of enforcing customer contracts by law as presented by Louis Zippermaan, Community Linen Rental Service, Los Angeles. Mr. Zippermaan opined that a contract should mean what it says. And that if the sanctity of contracts is maintained there can be no "bad will" between customers and competitors. (The subject was studied carefully at the all-day Attorneys and Secretaries conference.) In another presentation he favored the small-plant view; i.e., the decentralized operation as opposed to the centralized one.

The other A-Z directors and their subjects were as follows:

Richard R. Steiner, American Linen Supply Co., Salt Lake City, was "Chairman of the Board." He first outlined an organizational policy using job descriptions and a staffing outline to show what advantages could be gained. Later he gave a comprehensive analysis of pricing policies and proved that decrease in price does not accelerate sales as much as increase in price decreases sales.

W. C. Graham, Morgan Service, Inc., Chicago, suggested ways to improve plant insurance and discussed methods of sales compensation and other policies.

William B. Troy, General Linen Supply & Laundry Co., Inc., Brooklyn, tackled the problem of credit accounts and, in a second presentation, showed how customer complaints can be turned to advantage.

H. B. Mosler, Crown Coat, Apron & Linen Service, Inc., Philadelphia, suggested ways to promote safety and improve employee training programs.

Joseph R. Schuh, Atlas Linen & Towel Service Co., St. Louis, analyzed the prospects of getting more business



A-Z Linen Supply's Board of Directors met again to review customer contracts, pricing and credit, employee training, etc.





no question  
of perfect control with

# LESTOIL

LIQUID DETERGENT

## COST CONTROL

Instantaneous wetting and soil removal allows **shorter washing formulas**. Minimum frictional action and less bleach and alkali help maintain tensile strength — give **added life to customers' linens and your nets**. LESTOIL keeps soap and alkali active — prevents redeposition of soil and lime soap — **eliminates re-runs**. Added loads per day and reduction of net replacement costs mean greater wash-room economy.

## QUALITY CONTROL

LESTOIL (5 ounces per 100 lbs. dry weight) with regular or one-shot formulas produces quality laundering that pays off in profits and customer satisfaction. Every load is fresh, clean, sweet smelling and stays that way even through long periods of air-tight storage.

Take advantage of our offer to send you at our expense, a working sample so you can try LESTOIL under normal plant conditions . . . so you can determine for yourself that LESTOIL laundering is **controlled laundering**.

## For Information:

call your nearest supplier or  
write for a generous free sample to

## SOIL REMOVAL CONTROL

Heavy fabrics or light — colored fabrics or white — natural or synthetic — all respond perfectly to LESTOIL'S complete detergency action. Because LESTOIL works with top efficiency in hot or cold, hard or soft water, immaculate laundering will result in every classification such as:

Perspiration soil from collars and cuffs.

Grease, oil and deeply embedded dirt from work and play clothes.

Kitchen greases from dish towels, table linens and house dresses.

LESTOIL penetrates deep into the fabric — emulsifies and floats out all types of tenacious soil.

# ADELL CHEMICAL COMPANY

HOLYOKE, MASSACHUSETTS

Serving the Laundry Industry for twenty-three years.

**LESTOIL  
GIVES YOU A  
BETTER BREAK**



**Top:** The annual banquet rounded out the convention's gala social activities program

**Above:** Officers of the LSA, reading clockwise from bottom left, are: Lawrence C. Kline, president; Mrs. Arthur Chambers, guest; Stanley I. Posner, general counsel; Vernon S. Allen, director; Joseph A. Robertson, vice-president; Jack A. Quigley, immediate past president; Joseph R. Schuh, director; Lou A. Klitzner, director; Frank G. Steiner, director; Paul Herr, director of public relations; William Hurlbut, guest; Daniel F. Marini, director; Robert Changers, guest; Ben Singer, director; Samuel Miller, treasurer, and Samuel B. Shapiro, secretary.

from present linen supply users which provided many new leads for members who have barely scratched the surface.

Arnold R. Knapp, American Linen Supply Co., Minneapolis, sat in for Mr. Schuh on one session to present the numerous ways a plant could improve its public relations.

The women had a part in this year's

program too. They brainstormed for ideas on how to improve linen supply service. In a report given by Mrs. Nathan Lichtenstein, who led the group, it was found that the ladies were most concerned with improving appearances of salesmen, employees, plant, trucks and services. Great emphasis was put on the need for cleanliness and more color.

Examining what's valid in human relations today, Laurence J. Taylor, vice-president, Hillsdale (Michigan) College, found that people can only communicate successfully through establishing an emotional response. People must "feel" something is right; words are not enough. And the key to human relations, he believed, was summed up in integrity, trust and dignity.

The balance of the speakers' program was carried by Dr. Elmer H. Schulz, Armour Research Foundation, Chicago, who described the various types of research and indicated their importance. Andrew Sundal, Lumbermens Mutual Casualty Company, Chicago, spoke on group insurance.

The program was rounded out by a tour of the Pennsylvania Linen Rental Service plant in Philadelphia. Social activities included a Las Vegas Night, a day at the race track, a champagne party, banquet, etc.

This year's equipment and supplies exhibit was one of the largest ever assembled at a linen show with more than 70 firms participating.

Newly elected officers representing LSA for 1957-58 are: Lawrence C. Kline, Kline's Coat, Apron and Towel Service, Philadelphia, president; Joseph A. Robertson, Rutter's Linen Service, Inc., Lawrence, Massachusetts, vice-president; Martin Greenberg, Louis H. Greenberg Company, New York City, sergeant-at-arms. Samuel Miller, The Independent Towel Co., Cleveland, was reelected to his forty-fifth term as treasurer.

Next year's annual convention will take place at the Shamrock-Hilton Hotel, Houston, Texas, May 4-7.

—Henry Mozdzer

## Quaker Staters Pow-wow at Shawnee

APPLYING THE THEORY that the best way to meet a problem is "head on," the members of the Pennsylvania Laundryowners' Association talked frankly about such things as the value of modernization, transparent shirt wrappings, shirt quality, etc., at their forty-ninth annual convention. It took place at Shawnee-on-the-Delaware, Pennsylvania, May 23-26.

One of the most dramatic presentations of the program was that made by Vian Silliman, director of the Bureau of Laundry & Dry Cleaning Standards, Washington, D. C., on shirts. See his story elsewhere in this issue.

In another thought-provoking session three plantowners told what had

been done in their own plants so far as modernization was concerned and let the listeners judge the merits of their decisions.

In the case of Old Colony Laundry, Washington, D. C., Gordon Bonnette described the modernization of his firm's accounting, shirt and flatwork departments. For full details on the last named see story in January STARCHROOM.

George Y. Klinefelter described the moving of the Elite Laundry Company of Baltimore, Maryland, a move which cost more than a million dollars. For complete information about this major step see March STARCHROOM.

F. W. "Bill" McBrien, Jr., Holland Laundry, Philadelphia, explained why

the family took over the rundown St. Mary's Laundry in nearby Ardmore and told what was done to revamp, consolidate and set up standards there.

**General conclusion:** Modernization through machinery and equipment alone will not do the job. Improvements must also be made in techniques, methods and layout.

The panel on transparent shirt packaging also consisted of three plantowners:

Paul Davis, Champion and North Laundries, Pittsburgh, felt that cellophane wrappings had more sparkle and attraction, but thought that the reusable pliofilm bag now used by his company might be just as good. He reported that shirt volume in his plant

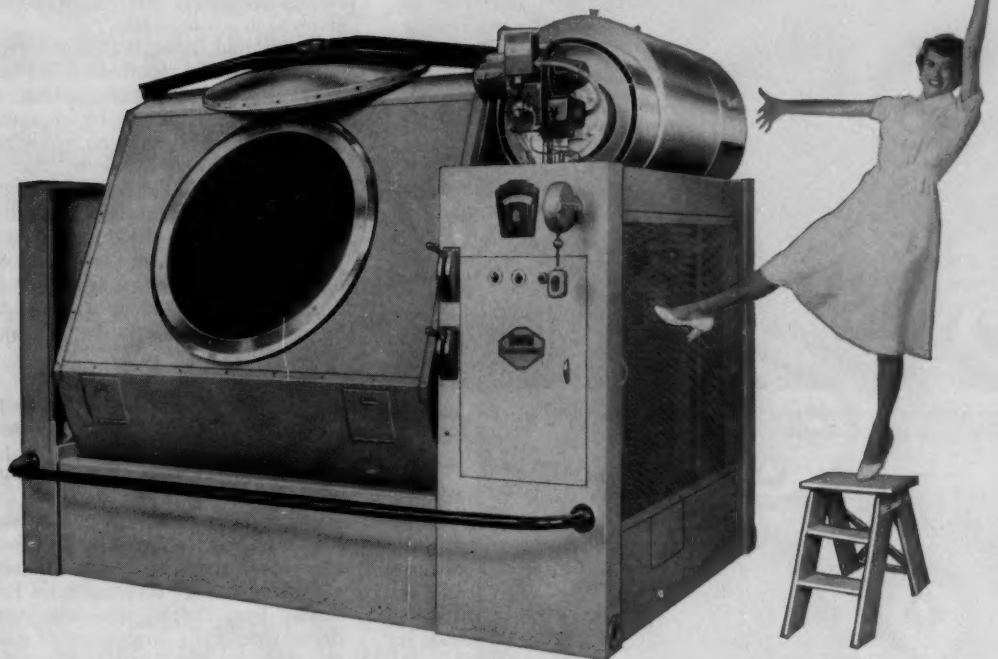
# Hurray!

THE BURNER IS ON TOP  
TO BRING YOU 6 TUMBLER ADVANTAGES

another



exclusive!



It took Smith-Grantham to introduce a tumbler with the burner on top . . . *where it should be!* You save 20 sq. ft. of floor space otherwise needed for servicing floor-located burners! What's more, a top located burner lets the tumbler work *flush* against the back wall . . . heats the drying chamber *direct* for maximum efficiency and fuel economy . . . *eliminates* 12 feet of heat radiating ducts . . . keeps heat *above* the work area . . . provides easier accessibility. And, only Smith-Grantham offers 23° basket-tilt-back

for speedy overhead loading, a 40-inch door that glides up — not out into the aisle, a lift-up sampling window, plus a dual purpose interrupting timer to protect starched goods and save up to 20% in fuel costs in complete drying operations. No other tumbler does so much for you!

Write or phone for full details.

**THIS TUMBLER DOES THE  
WORK OF 3!**

conditions 2,400 lbs. (dry weight)  
or completely dries 800 lbs. hourly



**THE T. L. SMITH COMPANY**  
Milwaukee 1, Wisconsin • Lufkin, Texas



Manufactured and  
distributed exclusively  
by the Laundry Division

Since 1900, the pioneer designer and foremost  
manufacturer of the world's finest mixers

AFFILIATED WITH  
Esick Manufacturing Company,  
Los Angeles, California

AJ-4008





High council includes, left to right, Edwin Pennypacker, Interboro Laundry, Lansdowne, newly elected secretary-treasurer; Victor Faralli, Real Service Laundry, Philadelphia, retiring president; William Sokol, Easton Laundry, Easton, newly elected president, and Chantry Davis, executive secretary. Charles Kendrick, Jr., Alexander Murdoch, Howard A. Parris and Alan W. Keiper were elected vice-presidents



Display of ingenuity in hat wear made of coat hangers, flash bulbs, ice buckets, etc., earns a bottle of champagne for each of their creators

had been dropping 3 to 9 percent each year since 1948 until cellophane was adopted in 1954. Since that time the volume has climbed 3 to 5 percent each year.

Raymond Kroll, Jr., Tribune Laundry, Philadelphia, reported similar decreases in shirt volume up until his plant adopted cellophane packaging in 1956. That year shirt volume rose, plus 1 percent, and the plant is 8 percent ahead this year to date.

George Y. Klinefelter, returning for a second appearance, quoted costs to prove transparent packaging was more expensive. And felt that work wrapped in this way was inclined to be carelessly done. He also pointed out that where such packages contain no shirt boards, shirts would sag and wrinkle when stored on end.

**General conclusion: Transparent wraps seem to help shirt volume. When one plant in a town swings to transparent packaging, others are obliged to go along.**

By popular demand the subject of research, its problems and trends for the future was again explored by Albert Johnson, general manager of the American Institute of Laundering.

A good part of one afternoon was turned over to John A. Shiffert, manager of the Diaper Service Institute of America, who artfully demonstrated and led the group in a brainstorming session which turned up more than 100 ideas on how to give better laundry service.

On the legislative front, Attorney Carl Shelley, P.L.A., discussed the importance of participating in politics,

current legislation and the procedure involved in passing a law.

And Harold Howe, Washington representative, AIL, reported on the national legislative picture, which is currently overshadowed by an economy wave and labor union investigations. He warned, however, that a minimum wage bill might get through.

John Parsley, Philadelphia Textile Institute, posted the members on new developments in chlorine-retention and non-chlorine-retentive finishes. And discussed others that are designed to be crease- and spot-resistant as well as antiseptic.

Betty Best was on hand to tell of her experiences in selling professional laundry service to the housewife and urged all to support her cause.

Harry Cooper, sales promotion manager, The Prosperity Co., stressed retail operation, fast service and one-stop shopping facilities as the basic elements of the drive-in success story.

In his talk on "Training Sales Personnel" Jerry Daleke, sales consultant, demonstrated the importance of positive thinking, enthusiasm and knowing what to say and when.

Another interesting feature was conducted by Leo B. Shapiro, Sweet Clean Laundry, Pittsburgh, who called on members in the audience to tell the best thing they did in the plant last year.

During the business meeting the following were elected to the association's board of directors: Bernard Horwitz, A. A. Masciantonio, J. H. Sylvester and F. M. Wilkinson.

—Henry Mozdzer

## Massachusetts Considers Costs

A VARIETY OF ACTIVITIES was enjoyed by upwards of 200 members of the Massachusetts Laundryowners' Association at its 1957 convention. The meeting was held in Boston, April 5 and 6.

Two talks on methods of cost reduction captured the attention of practically all members in attendance. The first was a talk on "Reducing Costs Through Power Plant Operations and Machinery Maintenance" by Warren

Archibald, former chief engineer at the American Institute of Laundering and now with the Westinghouse Electric Corporation.

The concluding afternoon session featured a talk by Philip L. Lewis,

**are you  
HANDLING ALL LOADS  
from the smallest to  
the largest in the same  
dryer equipment?**

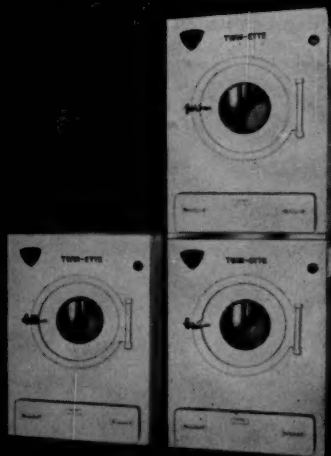
Drying can be one of your biggest money makers... and with the right balance of equipment... efficient drying can build your profits.

Are you drying one and two load washes in a 50 lb. dryer? If you are, you'll make more money using a 16 lb. DRYALD. Missing out on blankets, shag rugs, draperies, etc? You'll make more money with a 75 lb. Dryald. And all Dryalds are equipped with the fabulous "Load Speeder" for more economical handling of all loads.

If you have a drying bottleneck, consult ALD. If you need more dryers and are limited in space, the new Dryald Twinette stacks in less than 7 sq. ft. Whether you wish coin-metered or attendant-operated equipment, Ald can help you achieve the proper profitable balance of drying equipment for your store.

See how a new Dryald can be amortized while paying for itself by taking advantage of Ald's liberal financing program.

**Wire, write or phone for full details.**



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**HOYT MFG. CORP.**



**DRYERS**

**ALD, INC.**



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8208 Chancellor Row, Dallas, Texas

7402 Sunset Blvd., Los Angeles 46, Calif.

69-37th Ave., San Mateo, Calif.

The Prudential Bldg., Room 1704, Jacksonville 7, Fla.

ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md.

ALD New York, Inc., 10-32 47th Road, Long Island City 1, N. Y.



Re-elected officers, left to right: G. M. McCrillis, Jr., president, Young Men's group; Harold P. Parker, vice-president; Forest I. Neal, Jr., president, T. Herbert Evans, secretary

laundry production engineer, who spoke on "Improving Efficiency and Reducing Costs of Laundry Operations."

Elected to hold office for another year were all officers of the organization: president, Forest I. Neal, Jr., Old Colony Laundry, Quincy; vice-president, Harold P. Parker, Salem Laundry, Salem; secretary, T. Herbert Evans, Lake Waban Laundry, Welles-

ley, and treasurer, Russell P. Dale, Jr., Dale Bros. Laundries, Inc., Springfield.

Directors elected to three-year terms were: Arthur H. Brown, Adams Laundry, Adams; Arthur Chamberlain, Jr., Clearwater Laundry Co., Boston, and Russell P. Dale, Jr.

Sessions on the first day included a meeting of the association's board of directors, the business meeting and

election of officers. They were followed by the President's Reception and a New England lobster dinner. Guest speaker at the dinner was Al Jordan of Sanitone Division, Emery Industries, Inc., who spoke on "Tomorrow's Markets."

Other dinner speakers were Dr. O. Glenn Saxon, tax consultant and professor of economics, Yale University, who spoke on "The Income Tax—A Growing Menace," and Harold K. Howe, AIL Washington representative, who discussed "Wage-Hour Trends and the Washington Picture."

A textile maintenance insurance presentation and film, "The Lifetime Look," and another film, "Production No. 5118," were featured during the second day's activities. Also held was the annual meeting and election of officers for the association's Young Men's Club. G. M. McCrillis, Jr., of White Star Laundry Company, Brockton, was elected president of that group.

The convention was concluded with a cocktail party. □□

## Tar Heels Celebrate Golden Anniversary

THE SEARCH for practical methods was the key to the golden anniversary convention of the North Carolina Association of Launderers and Cleaners held in Greensboro, May 16 and 17. Over 175 members attended the fiftieth meeting of the association.

Highlight of the business meetings was a plantowner panel which discussed practical methods in various phases of the industry. Dick Hensel of Camel City Laundry, Winston-Salem, cited five steps to improve employee relations which he termed as important as public relations:

1. Give credit for work done.
2. Give employees a fair pay.
3. Learn to understand the problems of employees.
4. Advise on personal problems.
5. Provide employees with pleasant surroundings.

Along with the five basic steps Mr. Hensel also pointed out some devices that create a better employee-management understanding. He stated that management should know the names of its employees, it should reprimand in private but praise in public and it should provide job security.

Jimmy Beck of New Method Laundry and Cleaners in Durham spoke on better lot control and told attending members of the method used in his plant.

The subject of packaging and merchandising was covered by Virgil Lane, Lane's Laundry in Greensboro. He emphasized that a plant can't substitute a pretty package for a poor product. He stated that in selecting packaging a plantowner should not only look for protection, but appearance, ease of handling, ease of opening and possibilities of storing. Mr.



Feature of the North Carolina convention was a plantowner panel on practical methods. Left to right, are: Dick Hensel, Jim Beck, Guy Langston, Virgil Lane and Dennis Lunsford



# Time Tested and **PROVED!**

Over thirty-five years of specialization in ironer construction assure you of satisfaction with Chicago Flatwork Ironers. They embody the latest engineering and design features to produce high quality flatwork with low operating costs. Their modern streamlined design and simplicity of construction assure you of minimum maintenance costs.

Gas Heated Flatwork Ironers are available with 11", 16" or 24" diameter heated roll, 60" to 120" lengths. There are more Chicago Gas Heated Flatwork Ironers than any other brand in quick service laundries, hospitals and institutions. Asbestos padding and asbestos return ribbons are standard equipment on all gas heated ironers to reduce operating costs.



GA11 Gas Heated IRONER

Steam Heated Flatwork Ironers are available with 11", 16" or 24" diameter heated roll, 60" to 120" lengths. Chicago Steam Heated Ironers are ideal for institutions, quick service and drive-in plants, and hospitals. No other steam heated ironers of comparable size have their modern design and simplicity of construction. Asbestos return ribbons are standard equipment on all steam heated models to reduce operating costs.



SA16 Steam Heated IRONER

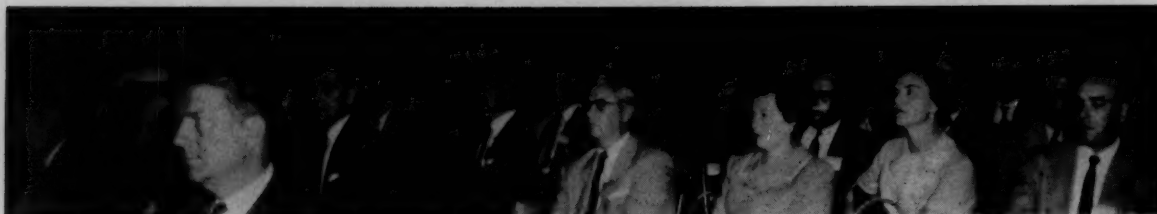
Contact your jobber or write for literature today.

## **CHICAGO DRYER COMPANY**

2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS





Over 175 members turned out to celebrate the association's fiftieth birthday

Lane pointed out that packaging can also serve as a means of merchandising. Placing an empty package in the call office to illustrate a service can often be a better business builder than printed advertising.

"You've got to have enthusiasm!" urged Dennis Lunsford of the Carolina Cleaners and Laundry in Kingston. Speaking on production in the industry, Mr. Lunsford exhibited much of his enthusiasm in showing how dull jobs could be given more life by adding "pep" to them. Sales meetings should be called pep rallies and treated as such.

The business meetings were opened by a movie, "The Senator's Daughter," which dealt with tax equality. Key-note for the convention was the Hon. Calvin Dean Johnson, special consultant on public affairs for the American Trucking Association and a former member of the House of Representatives.

Other speakers were Jim Chisholm, sales manager of Sanitone Division, Emery Industries, who spoke on "The Magic of Management"; Alex A. Diefey, manager, Sales Department, North Carolina Division Esso Stand-



Toastmaster R. E. Kizer congratulates new president, Raymer Sale, at banquet

ard Oil Co., who explained "How Esso Selects Drive-in Locations," and Bill White, director of industry relations at the National Institute of Drycleaning, who presented "Management Methods You Can Use Today."

A breakfast meeting was held under the direction of John Krahnke, Whiteville, and a State Young Men's Club was formed for members of the association under 40 years of age.

Raymer Sale, Smith Drycleaners, Winston-Salem, succeeds Charles A. Roach, Jr. as president of the asso-

ciation. Newly elected vice-presidents are Guy Langston, Greenville; Manley Hunicutt, Raleigh, and W. H. Ellison, Winston-Salem. C. W. Grimes, Charlotte, was reelected sergeant-at-arms.

Charlie Matthews, Mount Olive; A. E. Bishop, Jr., Wilson; Warren McNeal, Red Springs; L. Z. Hutchinson, Mt. Airy; Gaylord Harrison, Williamston; T. W. Weeks, Elizabeth City, and Robert J. Grier, Belmont, were elected to the seven open spots on the association's board of directors.

—Richard Vinocur

## Tri-Staters Consider Office Automation

THE BUSINESS OFFICE is often overlooked by laundrymen in search of better ways to improve plant efficiency. To call specific attention to this important department the Maryland, District of Columbia & Virginia Laundryowners' Association highlighted its spring convention by having a panel of experts discuss the possibilities of "office automation." The convention took place at Old Point Comfort, Virginia, April 28 through 30.

Harold C. LeRoy, plant manager, National Institute of Drycleaning, led off the panel with a slide presentation on ways to speed handling of drycleaning in and out of the call office. Among the suggestions made were the following: a specially designed, preprinted invoice (based on the pro-

portion and color frequency of work received) which has eliminated 85 percent of all writing; a bag-holding device to speed loading; a magnetic filing system with 100 alphabetical indexes instead of 26 to pinpoint invoices quickly, and the use of storage conveyors to save steps.

Robert O. Brown, accounting and statistics department, American Institute of Laundering, foresaw greater developments in the use of laundry accounting equipment but cautioned the members that these might be too expensive for the average plant to acquire. He indicated that most laundry records; e.g., payroll, route control, accounts receivable, etc., can be kept satisfactorily with the proper use of relatively simple hand machines such

as a payroll board, a portable addresser and an adding machine.

Arnold C. Knoebber, accounting machine manager, National Cash Register Company, told the assembly some of the things to consider before investing in new office machinery. First, he recommended that an office survey be taken to see exactly what records were being kept. Quite often such a study will reveal duplication of effort or that some of the records kept are not even necessary. Second, he suggested that a study be made of costs. (Some businesses spend as much as 50 cents per check for a payroll of 100 people. A more reasonable figure would be 8 to 10 cents per check.) Mr. Knoebber also indicated that the automation of office

Quick-Service Laundries

# **PROFIT 2 WAYS with** **Colgate "LOW FOAM" Detergent**



**1 CUSTOMERS GET**  
**THE WHITEST WASHES UNDER THE SUN!**

**2 OPERATORS SAVE**  
**MONEY...**  
**BECAUSE IT'S ECONOMICAL TO USE!**

**JUST THE RIGHT AMOUNT OF SUDS  
FOR CLEAN, CLEAN WASHES!**

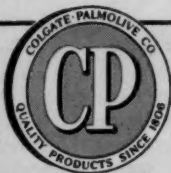
*Not Enough Suds To Interfere With Mechanical Action!*

New Colgate "Low Foam" is the "controlled-suds" detergent especially formulated for tumbler and agitator-type washing machines! It contains a Special Laundry Brightener to give your customers the WHITEST WASHES UNDER THE SUN! You get top-grade washing at low suds level, perfect rinsing and a color of finished work that is excellent and improves with successive washings.

## **In CONDENSED and SPRAYED FORMS**

Condensed form available in 25, 50 and 100-lb. drums and 100-lb. cloth bags. Sprayed form in 50-lb. paper bags (not available west of Rocky Mountains). Both give these advantages:

- Wash in hard or soft water
- Safe for all washable fabrics
- Economical to use
- Leave no hard water or soil scum on clothes or machine
- Help protect washers from damaging corrosion, overflowing suds or overheated motor due to suds lock



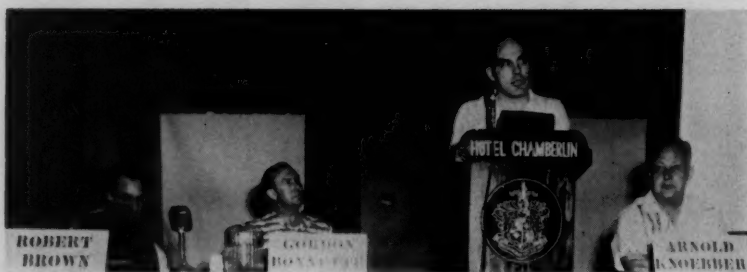
**COLGATE-PALMOLIVE  
COMPANY**

300 Park Ave., New York 22, N. Y.  
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**FREE!** Latest Edition Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Ask your C.P. representative for a copy, or write to our Industrial Department.







Panel of experts on office procedure was comprised of Robert Brown, Hal LeRoy (speaking) and Arnold C. Knoebber. Gordon Bonnette was the moderator



Southern sunshine lights some of the nearly 150 Tri-Staters who turned out for the three-day annual convention at Old Point Comfort, Virginia



Delighted dignitaries included these new Tri-State officers. Left to right; Wilmer Balderson, executive secretary; Gordon W. Bonnette, Jr., Old Colony Laundry, Washington, D. C., vice-president; John H. Horst, Lord Baltimore Laundry, Baltimore, Md., president, and Lauck Crawford, Kilcare Laundry, Farmville, treasurer

procedures should be viewed as an investment. And that laundrymen should determine how much of a saving can result over a 10-year period before any purchase of office machinery is made.

The balance of the Tri-State program was given over to a number of

bull sessions during which members were called upon to solve two problems. One called for a solution to a hypothetical plant's sales problem while the other dealt with the problem of identification.

The first was a management exercise, pure and simple. The second



Industrious investigator John Markle uses tape recorder to catch highlights of ladies' bull session on laundering going on next door

called for specific recommendations in marking, assorting and layout. Unfortunately, there was no happy solution for the latter. While all plantowners agreed that they spent entirely too much for identification, they considered it a necessary evil.

The ladies had their day, too. Their task was to suggest how laundry service might be improved. The women agreed that the industry should have a national advertising campaign to impress the public with its size and importance. They believed quality work was most important and that the plants should stress convenience and economy. They felt that quick service was important but could not agree whether it meant one week or four hours.

The program was spiced with social activities which included cocktail parties, a barbecue, a banquet and a trip to the nearby Jamestown Exposition.

In addition to electing a new slate of officers, the members chose the following to serve on the association's executive board: Albert G. Hofheimer, Sunlight Laundry, Norfolk, Va.; Philip Harden, McCord's Laundry, Easton, Maryland, and Maurice G. Long, Jr., Pioneer Laundry, Washington, D. C.

—Henry Mozdzer

## Californians Review 45 Years

CLOSE TO 300 California launderers and linen suppliers got together to celebrate the forty-fourth annual convention of the California Laundry and Linen Supply Association at Del Monte Lodge, Pebble Beach, California. The theme of the convention was to have been a review of the past

45 years, but golf and present-day problems won out in just that order. A total of 92 golfers entered the big tournament held on the world-famous local golf courses.

Thursday, May 16, the first business session got under way at 2:00 p.m. as a panel of 11 leading launderers, un-

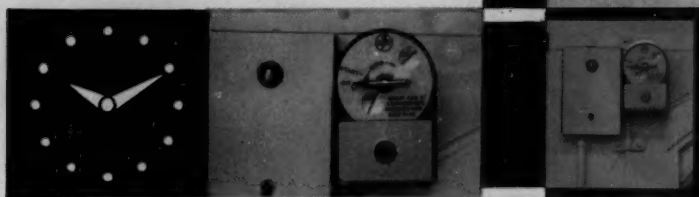
der the capable supervision of Compton, California's, own Ralph Sundstrom, discussed problems such as office procedure, surveys, inventory and the like. Ralph closed the session by presenting to each of the panelists a small notebook with the suggestion that they (and every launderer)

# NOW....

## *SERVICE AROUND THE CLOCK*

with

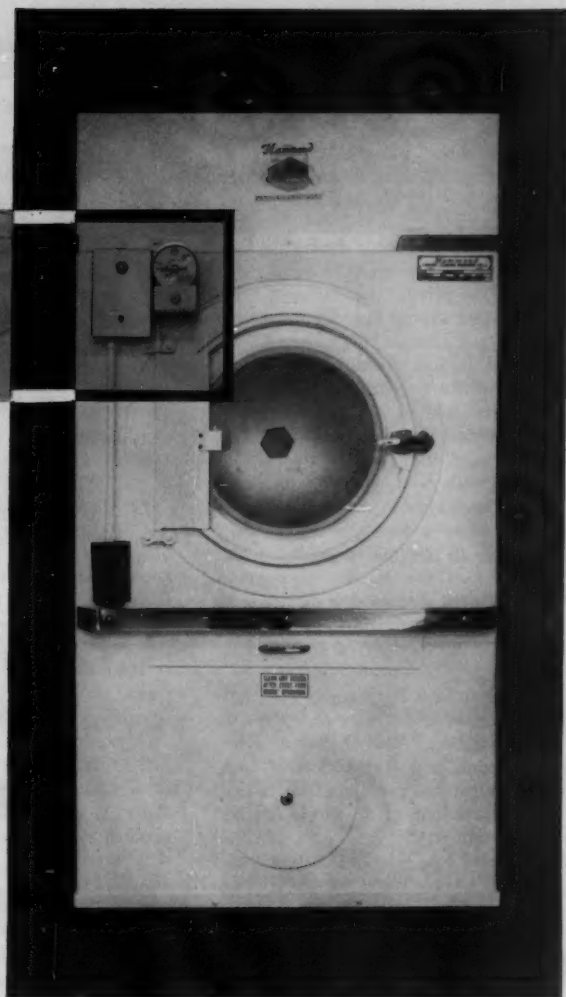
### HAMMOND



## *COIN OPERATED*

### TUMBLERS

Service is the word . . . with famous Hammond Tumblers! Now available for coin meter operation, these rugged tumblers will deliver many years of consistent, trouble-free operation. Smartly designed . . . constructed with all the exclusive features that make Hammond Tumblers the NUMBER ONE CHOICE . . . for maximum performance around the clock.



See your nearest Hammond dealer or write direct to the factory for complete details.



HAMMOND BUILDING WACO, TEXAS

Please send all available information about Hammond Coin Operated Tumblers

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FIRM \_\_\_\_\_

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



Saturday night semi-formal banquet guests were caught at an inopportune moment, being entertained by an "hilarious" master of ceremonies

should jot down ideas as they occur, and set a quota of at least one problem each day which needs improvement in his plant.

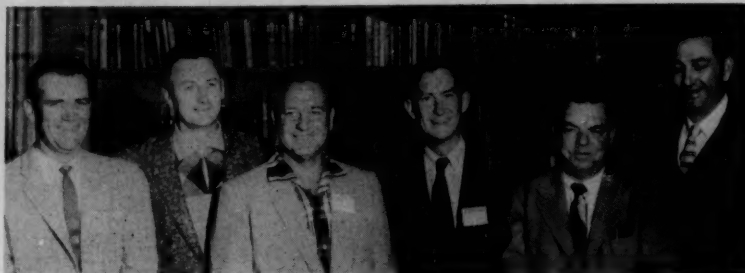
The "Western Party," featuring dining, dancing and entertainment, was preceded by private cocktail parties in each director's room in order for everyone to get better acquainted. As parties of launderers and their wives arrived at the registration desk each group was deliberately broken up by being invited to different directors' rooms where they could become acquainted with new people. A fine idea for any convention.

Friday was a free day given over completely to the golf tournament and enjoyment of the scenic wonders of the resort area. It closed at dinner with Jack Landsdale presenting a resume of the unique history of the association.

President Jack Bariteau got the Saturday session under way at 9:00 a.m. It featured Leo White of Port Angeles, Washington, and Ray Calou of Oakland, California, speaking on the important problem of research for the laundry industry.

Paul DePace, Food Machinery and Chemical Corporation, explained how research works. He stated productivity per man-hour in industry has increased 4 percent each year since 1948, while machinery for the worker has increased 30 to 40 percent in the same period. Sales in his business amount to about \$300,000,000, and 3 percent, or \$8,000,000 a year, is spent on research. Four points were emphasized: (1) Labor savings alone will not spur development of equipment. (2) Manufacturers must be assured of making money for the user, and at the same time must make money for themselves. (3) Research involves years of effort and development, with a great chance of failure. (4) Manufacturers must be reimbursed for the risk of failure, and assured of a profit on any undertaking.

Launderers, said Mr. DePace, must be receptive to manufacturers' or individual inventors' ideas and be flexi-



Shown here are Jack Bariteau, retiring president; George Nelson, second vice-president; Grenville Whyte, new president; Bill Bradley, treasurer; Jack Elberling, first vice-president and John Logan, secretary

ble in operating habits, cooperative, and willing to rearrange flow of work. Research, he told the audience, is first needed to select the most essential problems for developing.

Mike Dodge, at the men's luncheon, spoke on "Research in Our Industry" and listed three types: (1) scientific, (2) experimental, and (3) practical. Mike mentioned it is hard to tell what is necessary to solve the laundry industry's problem, where sales total around \$4,000 a year per employee, as compared to the oil industry where yearly sales total \$118,000 per employee. A survey certainly is necessary to find where the industry is going. Research is a gamble, a slow and costly gamble . . . and not a panacea for launderers' problems as shown by the fact few launderers take full advantage of the equipment now available. The AIL is doing everything possible to promote an effort to get answers to the many problems, and at the present time has set aside \$12,000 for the beginning of a research program conducted by the Armour Research Foundation.

Grenville Whyte, the new president, gave an apt summary of the day's business in these words! "What you have heard here may sound like radical ideas, but it is not intended to offend any faction or segment of the industry . . . let us not take the negative standpoint that nothing can improve the industry. No one is big

enough to handle the cost of such a project alone . . . no single association, not the AIL, nor the manufacturers of equipment. It must be a concerted effort on the part of all concerned in the laundry industry . . . and now is the time to start if the laundry industry is to survive."

The last day was climaxed by the usual President's Cocktail Party and the semiformal dinner dance at which time the golfers received their awards for tournament play.

#### New slate chosen

New officers of the association are: president, Grenville Whyte, Southern Service Co., Pomona; first vice-president, Jack Elberling, Oakland; second vice-president, George A. Nelson, San Diego. Continuing in office are John E. Logan, secretary, Del Monte Laundry, Pebble Beach, and Bill Bradley, treasurer, Enterprise Laundry & Linen Supply, Fresno.

New directors, in addition to the officers, are Jack Bariteau, San Jose; James Foasberg, Long Beach; Herb Kitto, Stockton; Ralph Sundstrom, Compton; Earl Ryan, Anaheim; Vern Moss, Santa Barbara; George Ripley, Palm Springs; Dean Branscum, Marysville; Gordon McAulay, Sacramento, and August Bruni, San Francisco.

Next California convention is scheduled for the El Mirado in Palm Springs, on May 7-10.—Lou Bellew





## New *National* Invoicing and Pricing Machine...

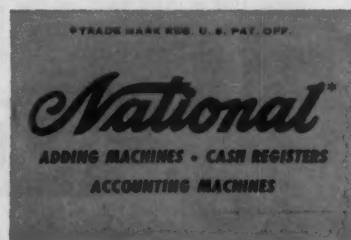
**cuts invoicing work and costs by as much as 50%!**

- Prints easy-to-read description of each garment and charge. Eliminates checking of long pre-printed lists, illegible handwritten items and figures.
- Automatically adds and prints total of charges on each invoice, provides grand total of all invoices. Prints date.
- Eliminates errors caused by mental addition, saves auditing time in front office.
- Machine-printed lists speed assembly of finished garments, assure accuracy.
- All invoicing, pricing and marking done in one place, by one individual—minimizes chances of error, saves time.
- Saves time for drivers and clerks, because they need write only customer's name and address.
- Invoices printed on NCR (No Carbon Required) paper. Multiple copies are smudge-free.
- Neat, machine-printed invoices build customer confidence, good will.
- Extra protection—machine-printed invoices cannot be altered.
- At least twice as fast as handwritten invoicing methods.

**The New National Invoicing and Pricing Machine** was specially designed for Laundry and Cleaning businesses. It combines the functions of a regular National Adding Machine with all the above specific advantages which are so vital to efficient Invoicing and Pricing operation. You'll be amazed at the money it saves you. For a complete demonstration of this remarkable new machine, call the nearest National branch office or National dealer. They are listed in the yellow pages of your phone book.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**

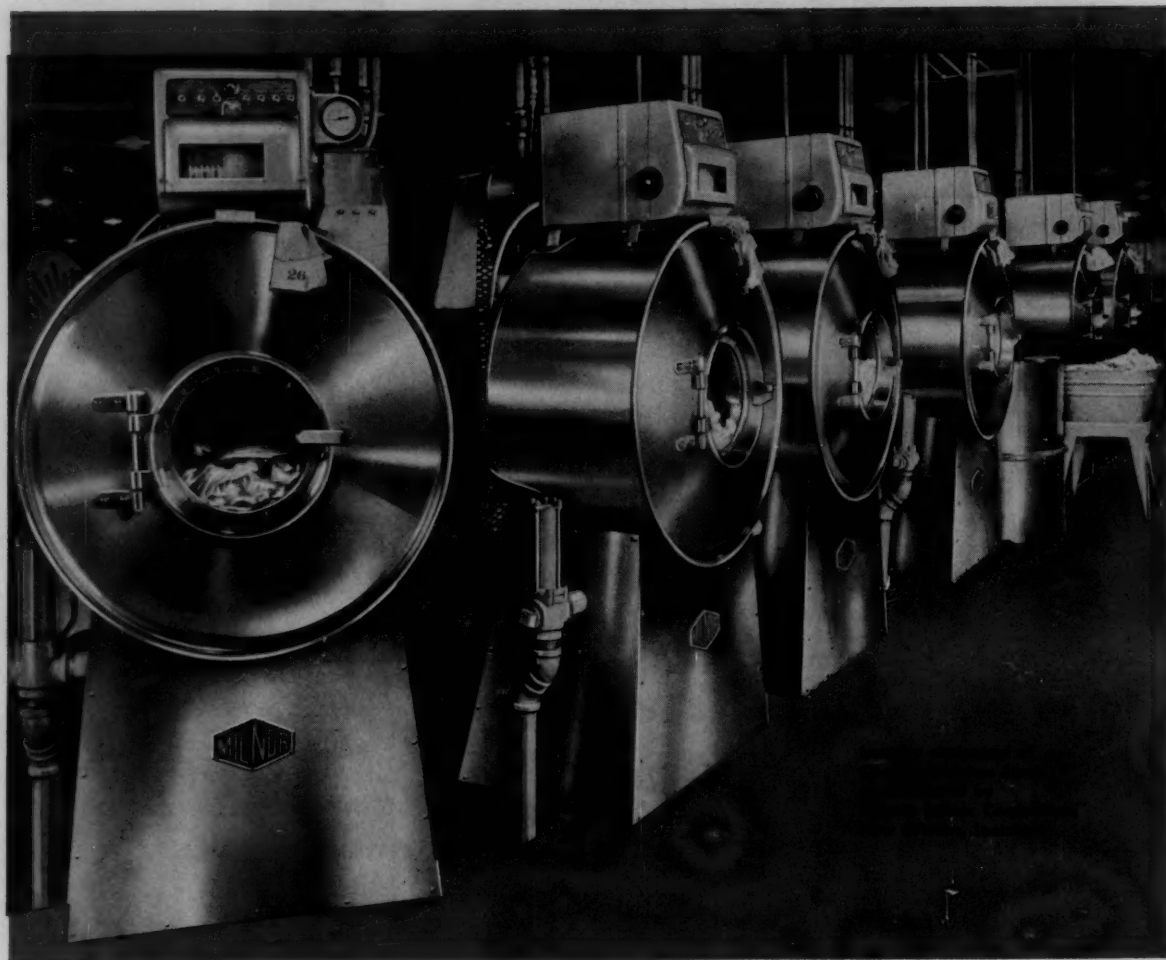
989 OFFICES IN 94 COUNTRIES



how

## STAINLESS STEEL

*saves money in the laundry...*



You know how small profit margins are in commercial laundries... how equipment must be purchased with an eye to efficiency and long service life. And that's why *stainless steel* is a natural. Here's what the manager of a New England laundry told us: *"Just recently we disposed of a washer that must have been over 25 years old. It had a stainless cylinder that was as good as new. The cylinder could have gone on forever, but the rest of the washer was in bad shape."*

Long life is just part of the story. The smooth, tough surface of stainless babies the most delicate of fabrics... resists the attack of soaps or detergents

...can't cause troublesome rust stains. It's the answer to faster, cleaner wash-loads.

Stainless steel is the best choice for *all* parts of the washer — frame, shell and cylinder — as well as for extractors... tumblers... tubs and trucks... tables — *anywhere* metal comes in contact with the wash.

Next time you consider new equipment, look carefully at the *profitable* advantages of stainless. For more information, write for a free copy of "Making the Most of Stainless Steels in the Laundry Industry" to *Crucible Steel Company of America, The Oliver Building, Mellon Square, Pittsburgh 22, Pa.*

# CRUCIBLE

first name in special purpose steels

## Crucible Steel Company of America

# Tradeways.

**State Wage Laws in Effect:** The Mercantile Minimum Wage Board of Massachusetts has raised the wage rates, effective June 1, 1957. Experienced employees will receive 90 cents an hour for each hour up to and including 44 hours in any one week, and \$1.35 for each hour in excess of 44. The rate for inexperienced employees will be 85 cents for each hour up to 44 and \$1.25 for each hour after this time. The law will apply to all sales personnel, including route salesmen.

The Rhode Island minimum wage has been raised to \$1 per hour effective October 1, 1957.

**Advertising Age:** Linen suppliers will sponsor a \$72,000 a year advertising campaign for the next five years. And members of the Diaper Service Institute of America and the National Institute of Diaper Services have approved a nationwide public relations campaign.

**Sales Increase:** The American Institute of Laundering reports that laundry sales in the United States reached an all-time high in 1956. But unfortunately, the population and price trends are still rising faster than sales. The AIL quoted the power laundries as doing a \$780,390,000 sales volume in 1956, 5.6 percent higher than the figure of the previous year.

**Political Wash:** High officials in the AFL-CIO last month suspended the 73,000-member Laundry Workers International Union. Recommendation for expulsion of the financially-sullied organization at the federation's December convention was also made. Charges were that the Laundry union was not cleaning up the corrupt and racketeering element of its ranks.

**New Business Aid:** Ways in which small retailers can meet competition from "price cutters" without becoming one of them or losing money are highlighted in a new leaflet by the Small Business Administration.

The leaflet, "Pricing and Profits in Small Stores," is No. 21 in the series of Small Marketers Aids. While designed for retailers, many of the suggestions also apply to service establishments.

"In meeting competition from price cutters, the small retailer must offer the best combination he can of special-

ization, good personal selling and other values designed to make customers willing to pay the difference between the lowest prices offered and those he quotes," the leaflet states.

Markup problems are discussed in the leaflet as well as price lining. Of the ten primary ways in which a small retailer might meet price competition, the booklet illustrates specialization, personal salesmanship, prestige, timing, services, expense control and consumer and community relations.

In addition, price-volume-profit relationships are discussed with illustrated examples.

Copies of this Aid may be obtained from the Administration's field offices or from the Small Business Administration, Washington 25, D. C.

**New York Decision:** An automatic renewal clause in a customer contract has recently been declared invalid by the New York Appellate Division unless the supplier notifies the customer as to the existence of such a clause prior to the renewal period. The case is based on court action against a customer by a linen supplier.

**LSA Boosts Picnic Month:** "Enjoy a meal outdoors. . . It's Picnic Month!" More than 3,000 delivery vehicles owned by members of the Linen Supply Association of America will carry posters bearing this message during the month of July.

The poster, supporting Picnic Month, is part of the Association's year-round public relations program. It will be seen by millions of people throughout the United States and Canada.

**Guides to Profits:** No. 10 in the series of "Small Marketers Aids" offered by the Small Business Administration discusses the problem of diversification. The pamphlet stresses the importance of thoroughly studying the scope of the proposal before proceeding. Diversification can be accomplished by adding items or outlets. In terms of the competitive situation timing is essential.

Among the inherent dangers of such a step may be the dilution of managerial ability, the addition of new management requirements and creation of new problems rather than the solution of existing ones. Increase of potential customers and more business

with little outlay are some of the advantages of successful diversification.

"Turning Customer Complaints into Profits" is the theme of Bulletin No. 12 in this series. Author Gerald D. Grosner, retail consultant, points out that complaints usually fall into eight basic groups: faulty merchandise, unsatisfactory installation, delayed delivery, wrong merchandise, damaged merchandise, office errors in billing charge accounts, resentment of credit collection methods and dissatisfaction with salespeople.

In addition to exploring each type of complaint, Mr. Grosner outlines the importance of store attitude, stating that when a customer has a legitimate complaint, "the store is not only obligated to set it right, but should be glad to do so."

Copies of these Aids are available free from the Small Business Administration, Washington 25, D. C., or its field offices.

**Research Firm To Do AIL Study:** How can the industry produce a better quality laundry service at a lower cost and how can the industry improve its marketing and distribution methods in order to increase the market?

The answers to these questions will be provided by Armour Research Foundation, an organization that has been retained by the American Institute of Laundering to make a study of the problem. The study will serve as the foundation for a research program to be undertaken by the Institute and will be completed late this fall. The findings will be published for AIL members. According to Albert Johnson, general manager of the AIL, this economic planning survey should develop scientifically the most fertile areas for research.

A nonprofit organization, Armour Research Foundation is part of the Illinois Institute of Technology.

**Fire Fighters:** Civic-minded laundry-owners have engaged in a public service by sending public safety messages across to their customers via the shirt band. Recent messages, okayed by the government, bear the insignia of "Smokey," the fire-fighting bear, who warns against fires and tells of precautions for safe camping and picnicking. Thus, plantowners may be saving lives and forests through a public spirited packaging plan.



## Causes of Laundry Failures—1956

Based on opinions of informed creditors and information in Dun & Bradstreet's credit reports

Number	%	UNDERLYING CAUSES		APPARENT CAUSES		Number	%
1	1.9	Neglect:	Due to	Bad Habits	—	—	—
				Poor Health	1	1.9	—
				Marital Difficulties	—	—	—
				Other	—	—	—
—	—	Fraud:	On the part of the principals, reflected by	Misleading Name	—	—	—
				False Financial Statement	—	—	—
				Premeditated Overbuy	—	—	—
				Irregular Disposal of Assets	—	—	—
				Other	—	—	—
12	22.6	Lack of experience in the line	Evidenced by inability to avoid conditions which resulted in:—	Inadequate Sales	25	47.2	—
11	20.8	Lack of managerial experience		Heavy Operating Expenses	1	1.9	—
7	13.2	Unbalanced experience*		Receivables Difficulties	—	—	—
20	37.7	Incompetence		Inventory Difficulties	—	—	—
				Excessive Fixed Assets	13	24.5	—
				Poor Location	3	5.7	—
				Competitive Weakness	11	20.8	—
				Other	—	—	—
—	—	Disaster:	Some of these occurrences could have been provided against through insurance.	Fire	—	—	—
				Flood	—	—	—
				Burglary	—	—	—
				Employees' Fraud	—	—	—
				Strike	—	—	—
				Other	—	—	—
2	3.8	Reason unknown		<i>Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.</i>			
53	100.0	Total					

\*Experience not well rounded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

## Why Do Some Laundries Fail?

*Exclusive survey by Dun & Bradstreet reveals reasons,  
comparison of frequency by area and rate of liabilities*

By GERALD WHITMAN

INADEQUATE SALES was the major apparent cause for business failures in the commercial laundry industry during 1956. But that's almost like saying loss of life usually results in death. Far more pertinent to the average laundryowner are the two principal underlying causes of poor sales— incompetence and lack of experience on the part of management.

These conclusions stem from a factual analysis on laundry failure made by Dun & Bradstreet, Inc. The project was commissioned by STARCHROOM LAUNDRY JOURNAL and the results appear here exclusively. As a further barometer on the state of the industry, the report includes interesting statistics on laundry failure by geographic region, by metropolitan vs. non-metro-

politan districts and by size of liabilities.

While only 53 laundries in the United States failed during 1956, according to the D & B report, this represents the highest number in any one year since the 58 recorded failures in 1943. The total liabilities of last year's failures were \$1,203,000. Compared with the number of failures for all

commercial service business in the country during 1956, laundry failure represents about 5 percent of the combined total.

#### Breakdown of causes

The reasons behind laundry failure, based on opinions of informed creditors and information in Dun & Bradstreet's credit reports, are listed by D & B on a two-level basis—underlying causes and apparent causes.

Among the underlying causes, incompetence was the major factor found in 20 plants constituting 37.7 percent of the total of 53 failures. Lack of experience in the laundry industry was found in 12 of the plants, lack of managerial experience in 11 firms and unbalanced experience in another seven establishments. (By unbalanced experience, D & B means experience not well rounded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.)

The foregoing underlying causes resulted in this breakdown of apparent causes leading to failure: 25 firms (47.2 percent of the total) failing because of inadequate sales; one firm due to heavy operating expenses; 13 because of excessive fixed costs; three due to poor location and 11 because of competitive weakness.

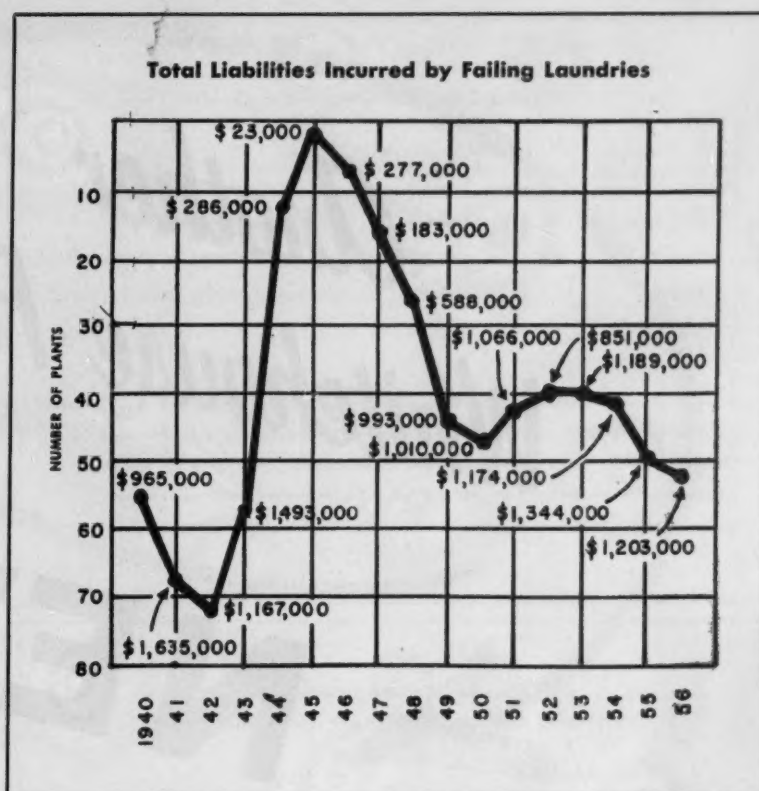
Another laundry went out of business because of neglect due to the owner's poor health, while the two remaining failures were for reasons unknown.

#### Heavy West Coast losses

On a geographic basis, the Pacific region had by far the greatest number of laundry failures during 1956. That area had 21 failures, representing 39.6 percent of the total number. Ranging behind the West Coast in frequency of failures was the Middle Atlantic area with 9 firms, the South Atlantic region with 8 and the East North Central area with 7 failures. The only section of the country to escape laundry failure was the East South Central.

Of especial interest was an analysis showing the comparative rate of failure between the metropolitan and non-metropolitan districts. Of the total 53 failures with combined liabilities of \$1,203,000, 16 of these occurred in the 25 largest cities, with total liabilities of \$330,000. The other 37 failures took place in the balance of the country, with combined liabilities of \$873,000.

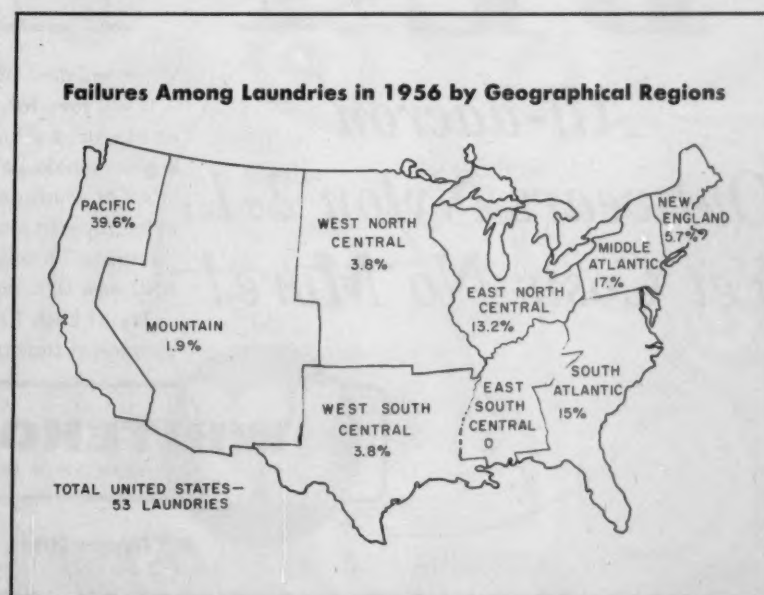
Further insight into the failure problem is provided by evidence of size of liabilities of firms going out of



business. In the under \$5,000 liability class, 9 firms failed representing 17 percent of the total number of failures. Twenty-seven firms, a little over half the total number, were in the \$5,000 to \$25,000 liability class, while 16 firms were grouped in the \$25,000 to \$100,000 liabilities class and one firm

incurred liabilities of \$100,000 or more.

Dun & Bradstreet also made a comparative study of failure trends among all businesses total commercial services, drycleaning and laundries. It shows the percentage of change in these categories in 1956 as compared



*Another  
Whitehouse First*

**NEW**

# "DEX" TAPE

*All-dacron  
Outwears Nylon 2-1  
Yet Costs No More!*

What will new DEX flatwork ironer tape do for you?

It will save for you in many ways. You'll be amazed at its extremely long wear—plus no stretching!

It gives maximum heat resistance.

All of which adds up to this: all-dacron DEX outlasts nylon tape at least two to one! This means fewer "snapped" tapes; far less "down time" on ironers.

AND new DEX tape costs no more than outmoded nylon.

Try it! Each 100 yard roll boxed individually for convenient storage. Ask your jobber.



360 Furman Street, Brooklyn 1, New York

"CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH"



with 1955, regarding number of failures, liability rate and average liability per failure in 1956.

Failures in all business in the United States regardless of type of industry increased 16 percent in 1956 over the previous year, with total liabilities jumping 25 percent in the same period. Average liability per failure in this all-inclusive category during 1956 was \$44,356. In the realm of commercial services, number of failures rose 18 percent and liabilities were up 33 percent. Liabilities per firm in 1956 averaged \$39,162.

Concerning laundries, rate of failure in 1956 was up 6 percent over 1955, although total liabilities decreased by 10 percent. Average liability for each laundry failure in 1956 was \$22,698.

Number of failures for cleaning, dyeing and repairing services in the same comparative periods rose 4 percent, with total liabilities up sharply at the rate of 71 percent. Average liability per drycleaning failure last year was \$21,182. In terms of actual number of drycleaning firm failures, there were 99 going out of business in 1956, compared with 95 failures in 1955 and 105 failures in 1954.

#### Widespread problem

Dun & Bradstreet also comes up with several other items pertinent to the general business failure picture. Since 1900 an average of 74 out of every 10,000 concerns listed in the D & B Reference Book failed with loss to creditors each year. Although the 1956 rate was the highest in 14 years, it's still well below the rates for the first four decades of this century, Dun & Bradstreet reports.

Another interesting aspect of commercial failures has remained fairly constant through the years. If a concern is destined to be a failure, it usually doesn't take much time in becoming one. This study shows that 58.6 percent of the concerns that failed during 1956 had been in business for five years or less. It is in this period, when the business is feeling its way around and getting its feet on the ground, that it is most vulnerable to failure.

Further indications of the hazards of business are revealed in the fact that older firms are not necessarily immune from the prospect of failure if management does not keep on its toes. Where 9.1 percent of the concerns that failed during 1947 had been in business for 10 years or more, this mortality rate has climbed slowly to the point where failure rate for firms in this class reached 18.3 percent of the total during 1956. □□

#### Comparative Failure Trends

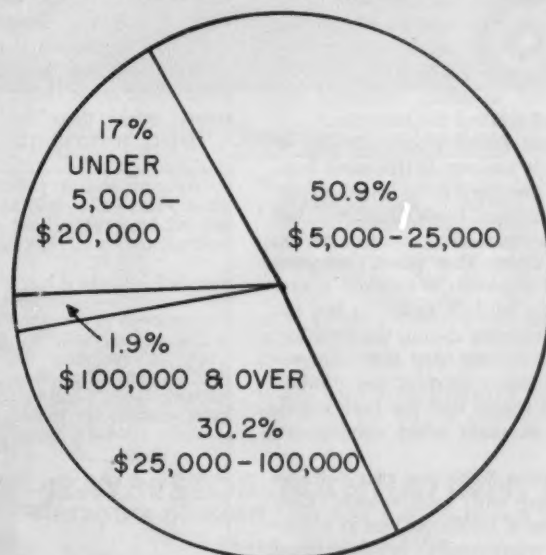
	Percentage Change 1956-1955		Average Liability
	Number	Liabilities	Per Failure in 1956
Total businesses, all lines .....	+ 16	+ 25	\$44,356
Total commercial service .....	+ 18	+ 33	39,162
Cleaning, dyeing, repairing services ...	+ 4	+ 71	21,182
Laundries .....	+ 6	- 10	22,698

Source: Dun & Bradstreet, Inc. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization or arrangement; or voluntarily compromised with creditors.

#### Failures Among Laundries in 1956 Metropolitan vs. Non-Metropolitan Districts

	Number	Laundries	Liabilities
Twenty-five largest cities .....	16		\$ 330,000
Balance of country .....	37		873,000
Total United States .....	53		1,203,000

#### Failures Among Laundries in 1956 by Size of Liabilities



TOTAL ALL SIZES 53 LAUNDRIES - \$1,203,000

# The Case of The MOONLIGHT STAIN

By HARRY COHEN

Laundry Management Consultant

A LARGE LINEN SUPPLY plant had installed a new type of gas tumbler. The tumbler was used for conditioning linen for the flatwork department. On occasion it was also used for drying bath towels. The work produced by this tumbler was satisfactory at all times. Well, nearly always.

As the volume of work increased in the plant, management decided to do bath towels in this tumbler after the plant was shut down at 5:00 p.m. When this was done the first night, however, it was found that a mysterious "moonlight stain" began to appear. It was a dark gray color and was found on the towels after they had been removed from the tumbler.

The night-shift tumbler operator thought at first that this gray discoloration might be caused by scorching of the towels. (Although the operator realized that scorching is usually brown, he was at a loss to explain the graying and thought perhaps it was a new type of scorch with which he was not familiar.) He felt that the timing device on the tumbler could have become defective, and that the load might have remained in the tumbler for too long a period of time resulting in scorching.

To double-check this possibility, the operator timed a load by the wall clock, to be sure the load was being tumbled for the proper length of time. Once again, however, the load of towels turned gray in color. The operator stopped the machine, unloaded the towels and notified the manager.

The next morning another load of bath towels was run in this same tumbler but the gray color failed to appear. Additional loads were run, but still there was no sign of discoloration.

That night the plant manager stayed to observe the tumbler operation. Since he had failed to see the gray color appear during the tumbling operations on the day shift, he was most dubious regarding the tumbler operator's report that the bath towels tumbled at night were coming out gray.

Soon after 5:00 p.m. the tumbler was loaded with bath towels. They were given a 15-minute run at a 200-degree temperature setting. Sure enough, the tumbler operator was right. The bath towels came out with a distinct gray stain.

The plant manager tumbled two additional loads, and each load came out gray at the end of the drying cycle.

The plant manager was unable to find the cause of these graying stains, and was puzzled as to why they should appear only at night. At this point we were asked to investigate the problem for him.

The first point checked was the washing formula, since it was felt that the stain might possibly be caused by an undue amount of soil redeposition. This was studied and the results proved negative.

Further check on washroom practice showed that rinsing levels, running times, use of supplies, etc., were all carefully controlled. In fact, the washroom formulas were exactly the same as those used for the past year. The formula used to wash the bath towels tumbled during the day was no different from that used to wash the towels that were tumbled at night.

But a control test was run to double-check these findings. The towels were run for the full formula time, in the washwheel, with no supplies. Half the finished test load was placed in the tumbler during the day shift and was dried with no noticeable graying of towels.

When the balance of the test load was tumbled dry at night, however, the gray color reappeared.

It was concluded that neither the washing supplies nor the wash formula could be at fault. What possible reason could there be to cause the

graying at night, but not in the daytime? This "moonlight stain" was really a puzzler!

Since this was a gas-heated tumbler, our next step was to call the gas company. We wanted to find out if it was using a different type of gas at night than was being used during the day. (There are two types of gas: natural gas and manufactured gas. Under normal conditions it makes no difference which gas is used. However, the problem in this plant was so unusual that we thought it advisable to investigate every possible angle.)

The gas company report shed no light on the problem. The same gas was used both night and day.

Consideration was next given to the possibility of improper adjustment. Perhaps the amount of gas entering the tumbler was being incorrectly controlled at night. This possibility was checked, but there was no evidence of any tampering at night.

Our next step was to investigate the tumbling operation thoroughly. A load of bath towels was placed in the tumbler just after 5:00 p.m. The load was stopped after the first minute, and one towel was removed for inspection. Every minute thereafter the tumbler was again stopped, and another towel was removed for examination. This procedure was repeated for the entire 15-minute run.

After the second minute of the run, it was found that the towels removed were consistently grayer and grayer. In each of the 15 towels, the discoloration was quite marked as the length of drying time increased. It seemed to indicate, therefore, that exposure to some condition within the tumbler was causing the discoloration.

We found the telltale clue in going behind the tumbler, where the action of the gas flame could be observed. It was noticed that the flame was yellow. This was the first clue as to differ-



ences in tumbler conditions between the day and night operations.

A yellow flame, indicates improper combustion. That is, the ratio of gas to air is disproportionate. There must be a proper mixture of air to gas in order to have sufficient and proper heat. The ratio, or mixture, is right when the color of the flame is blue. In this case, the daylight flame was blue while the night flame was yellow.

A test was taken by the gas company, at the request of the laundry, to determine if the incoming gas pressure at night was the same as the incoming gas pressure during the day. (Gas pressure is measured by a water-pressure meter. It is expressed in terms of inches of water column. It requires that amount of pressure, gas or air, to raise a column of water so many inches, by displacement.)

The gas company reported that the gas pressure coming into the meter was less after 5:00 p.m. than before. Its explanation was that many housewives start to prepare dinner on their stoves after 5:00 p.m., and accordingly the use of gas in the community lowers the volume of gas and decreases the pressure. This resulted in lower gas pressure at the laundry tumbler, which produced the yellow flame. The lower gas pressure caused incomplete combustion. And resulted in smoke, a carbon deposit, which settled on the bath towels tumbled after 5:00 p.m. as a gray stain.

As a cure for this problem, it was suggested that a booster pump be placed at the gas meter, in order to maintain the proper pressure for this type of tumbler at all times. This particular tumbler has a very sensitive control to take care of normal fluctuations in gas pressure. However, when the pressure drops below the setting within the tumbler, the control fails to operate properly and the booster pump is beneficial.

Once the booster pump was installed, the gray discoloration disappeared and the "Case of the Moonlight Stain" was closed. □□

## BOOK REVIEW

**Let's Talk Laundry.** By Fred DeArmond. The Mycroft Press, 2043 S. Scenic Drive, Springfield, Missouri. 155 pp. \$2.50.

With all the pressure of competition there is one business in which face-to-face salesman can sell without running up against much competition. Unfortunately—for the industry in general—it seems to be the laundry business. So says Fred DeArmond in his new book "Let's Talk Laundry."

He charges laundryowners with having geared most of their merchandising efforts toward advertising and the drive-in vogue, to the neglect of direct selling. That's why, he points out, the industry is not doing so well. Laundries are not even doing much over-the-counter selling.

Mr. DeArmond offers a plan for selling laundry service, both house-to-house and in call offices and stores. He shows how a route salesman can earn \$18 additional income a week by putting five extra hours into selling. That's \$3.60 an hour, or about 45 cents for every sales call the route

salesman makes. And it's gravy income above and beyond his regular pay.

Don't be bullied by the competition from domestic washers, the author advises. Not all modern gadgets can make home washing anything but a far from pleasant task. The cost of the newer equipment is so high that it's a notoriously bad buy where good commercial service is available.

Nearly half the book is devoted to background information on textiles and laundry processing that is so essential in selling. Each chapter is supplemented by questions and answers for use in sales-meeting discussions.



## Replacing an ironer pad? Check your calendar!

Why replace ironer pads every two or three months? In 90% of all cases, R/M REVOLITE pads are not replaced for the life of the cover, whether on standard or spring rolls.

The reason is that REVOLITE pads are made of felted asbestos—originated by REVOLITE research and development many years ago. Unlike knitted cotton or synthetic fiber padding, REVOLITE provides a long-lasting cushion with high resiliency that insures good ironing. REVOLITE pads are entirely different from other types of padding. They are specially

designed to withstand the higher heat retention qualities of REVOLITE covers.

REVOLITE has had more than 22 years' experience in manufacturing pads and covers for the laundry industry, including pads to meet the rigid requirements of ironer manufacturers. As a result, R/M REVOLITE Laundry Pads and Covers outlast others several times over—and save power and labor through increased efficiency.

Ask your R/M REVOLITE representative to tell you the true and exciting story of John Glad—it's an eye-opener!



**RAYBESTOS-MANHATTAN, INC.**  
REVOLITE DIVISION, 500 Fifth Ave., New York 36, N.Y.

Phone: BRyant 9-4390

RAYBESTOS-MANHATTAN, INC. Laundry Pads and Covers • Asbestos Textiles  
Engineered Plastics • Mechanical Packings • Industrial Rubber • Sintered Metal  
Products • Rubber Covered Equipment • Abrasive and Diamond Wheels • Brake  
Linings • Brake Blocks • Clutch Facings • Industrial Adhesives • Bowling Balls



## Laundry News Notes



**LINCOLN, NEB.**—Laundromat Stores, Inc., organized to conduct a coin-operated laundry establishment, has filed articles of incorporation. Incorporators are Alan Farmer, Russell Thingan and Albert Benedict.

**BURNABY, B. C., CAN.**—A \$50,000 drive-in laundry service center is planned this year by a major Vancouver laundry and drycleaning firm, to be located at Kingsway and Marlborough.

**GATEWAY, ORE.**—Enke's Laundry and Dry Cleaning has opened a branch in the Gateway Shopping Center, Clackamas St.



**CARRIZOZO, N. M.**—Automat Self-Service Laundry has been opened on E Ave. and 10th St. by Kenneth Schoenecke.

**VAN NUYS, CALIF.**—Charles Oswald has announced plans to purchase Victory Washette, 15235 Victory Blvd., from Walter T. Haigh.

**WINNEMUCCA, NEV.**—A new 40-by-80-foot building has been completed

at Winnemucca Laundry, owned by Cecil Hawkins. The new addition will house the laundry's drycleaning plant.

**NILES, CALIF.**—Eddie and Ledora Barnard are the new owners of the former Township Laundromat on J St. The Barnards have changed the name to Niles Laundromat.

**WEATHERFORD, TEX.**—A new self-service laundromat has been opened at 110 S. Main by Mr. and Mrs. Harold Jenkins.

**PALMS, CALIF.**—Mr. and Mrs. Thomas Kiuchi have announced plans to purchase Rene's Laundromatic, 10418 National Blvd., from Andrew and Roselyn Giampaolo and Leonard and Ann Malone.

**LAKELAND, OKLA.**—Opening of a new branch of Advance Laundry and Dry Cleaning Co. in the new Lakeland Shopping Center, Callahan and K Sts., has been announced.

**LA HABRA, CALIF.**—U-Save Laundromat has been opened at 770 E. Central Ave. by William B. Maichin.

**SANTA BARBARA, CALIF.**—West-side Laundromat, 1329 San Andres St., has been purchased by Charles D. Reeves from Frank Westmeyer. Mr. Reeves recently completed 20 years service in the U. S. Marine Corps.

**LOS ANGELES, CALIF.**—Raquel Goodman has announced plans to purchase Half-Price Laundromat, 1057 S. Fairfax Ave., from Norman D. Twichell.

**EDMOND, OKLA.**—A new self-service laundry has been opened at 11 N.

College, by Mr. and Mrs. Howard L. Coleman. The establishment features coin-operated machines.

**PLEASANTON, CALIF.**—Johnny Henderson and Pearl Pride have announced plans to take over operation of Pleasanton French Laundry and Dry Cleaners.

**ORANGE GROVE, TEX.**—Leo Cook, owner and operator of Cook's Cleaners, 1405 Green Ave., has purchased Texas Laundry, 1101 Park Ave., from R. W. Coffin and F. L. Huey.



**NEWARK, N. J.**—The April meeting of the North Jersey Institutional Laundry Managers Association was held at the Martland Center Hospital. A tour of the hospital, formerly known as City Hospital, lasted four hours. The May meeting was held at the American Laundry Machinery Co. plant in Kenilworth. Films were shown on "Laundry Maintenance" and "Laundry and Hospital Linens."

**ONEIDA, N. Y.**—Mrs. Claire Eddy Chenel has purchased Oneida Laundromat, 160 Madison St., from Lester and Pearl Infanger.

**BRATTLEBORO, VT.**—Modern Laundry has been moved from 14 Elliott St. to 118 Elliott St. by Mr. and Mrs. Charles W. Stockwell.

**MILFORD, MASS.**—New shirt finishing equipment has been added at Home

## LAUNDRY BUSINESS TRENDS

### New York

four weeks ended  
Apr. 27—0.3% more than last year

M. R. Weiser & Co., New York

### New Jersey

four weeks ended  
Apr. 27—4.8% more than last year

M. R. Weiser & Co., New York

### New England

Apr. 6—7.0% more than last year

Apr. 13—0.5% less than last year

Apr. 20—2.2% more than last year

Apr. 27—0.1% less than last year

Carruthers & Co., Boston

### Southeast

March—3.0% less than last year

J. R. Wilson & Co., Atlanta

Mr. J. M. Mitcham, Superintendent of Stoddard Cleaners, Inc., Atlanta, Georgia, is sold on this New Ad-Dri Bleach from the standpoints of economy, convenience and quality work.



## new **AD-DRI BLEACH** adds up to the best bleach yet

Top grade results on more than \$10,000 worth of laundry have proved that New Ad-Dri Bleach hits the bullseye every time, reports Mr. J. M. Mitcham on behalf of Stoddard Cleaners.

"I particularly like the consistency of strength and ease of handling of New Ad-Dri Bleach," Mr. Mitcham continues. "New Ad-Dri has given us a bleach that's completely safe to use.

*I'm convinced of its superiority over liquid bleach."*

Find out for yourself—soon—how New Ad-Dri Bleach saves time and money by eliminating the spillage and breakage, the bother and errors of "do-it-yourself" bleach preparations. Find out how this easy-to-use product turns out wash after wash with maximum whiteness retention and minimum tensile strength loss.

**Order from your supplier, or write to us directly.**

**Packed in 100-lb. Leverpak drums, New Ad-Dri Bleach...**



- is added dry to the bleach suds
- is added dry—right from the drum
- is easily measured out in the handy Dri-Ador cup and that's all there is to it!

Ad-Dri® is a trademark



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INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

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**Staley's**® BETTER PRODUCTS FOR BETTER LAUNDERING



## End SAWTOOTH Collar!

**Non-congealing Crown lets you starch from light to heavy without rubbing your customers the wrong way. Starches five shirts for the cost of three!**

Your first trial of Crown will prove there is a difference in starches. A profitable 3-way difference!

First, Crown quality results in smoother cooking—maintains even fluid consistency until used. Second, Crown is non-congealing and penetration is fast, even, thorough for superior finishing. Third, Crown stretches farther—does up to 5 shirts for the cost of only 3.

So why risk the chance of lost customers due to run-of-the-mill

starching. Especially when Crown starch is helping build business for quality laundries in many different climates... using all types of water supplies.

Call your Staley Representative or write now for details on this modern, improved way to starch at less cost.



**A. E. Staley Mfg. Co., Decatur, Ill.**  
Branch Offices: Atlanta • Boston • Chicago  
Cleveland • Kansas City • New York  
Philadelphia • San Francisco • St. Louis

**CROWN**® LAUNDRY  
STARCH

Laundry, 35 Free St. The firm is owned by Attilio Calarese.

**OTTAWA, ONT., CAN.**—Lyle Blackwell has announced completion of his new laundry plant at 850 Campbell Ave. The new establishment is registered as Lyle Blackwell (Campbell Ave.) Ltd. All drycleaning and shirt laundering is processed at Blackwell's modern plant at 831 Bank St.

**EAST GREENWICH, R. I.**—An open house was held recently at C. J. Automatic Laundry, 575 Main St., by Clifford Barber, to celebrate the opening of the new plant.

**CHATTANOOGA, TENN.**—Laurence N. Polk, Sr., Modern Way Laundry-Cleaners; J. P. W. Brown, Jr., Plymouth Laundry-Cleaners, and F. K. Wey, Chattanooga Steam Laundry-Cleaners, have announced formation of Atlantic Uniform



Rental Service, 1527 McCallis Ave. Laurence N. Polk, Jr., sales manager of Modern Way, is manager of the new service.

**HAINES CITY, FLA.**—Mr. and Mrs. Leonard Smith have opened Home-Style Drive-In Laundry-Launderette and Dry Cleaning Service on Ninth St.

**COLUMBIA, TENN.**—A storage vault is being erected at Taylor's Laundry-Cleaners on S. Garden St., C. E. Taylor, proprietor, has announced.

**COLUMBIA, S. C.**—Construction has begun on a \$48,000 renovation project for Warwick Laundry and Cleaners, 1616 Sumter St.

**MORGANTOWN, N. C.**—Twenty-five persons attended the April meeting of the North Carolina Association of Institutional Laundry Managers held at the State Hospital. Martin R. McConnell, manager of the hospital laundry and vice-president of the state association, was host. The program included a talk by Jack Sypher of F. H. Ross Co., and a demonstration on dyeing of hospital linen conducted by representatives Steele and Rubinthol of the American Aniline Products, Inc. Y. B. Yelverton, Jr., manager of the University of North Carolina laundry at Chapel Hill and president of the state association, presided.

**McDONOUGH, GA.**—Doyle Patrick, proprietor of McDonough Launderette, has added considerable equipment to McDonough Laundry.

**ELIZABETHTOWN, KY.**—A storage vault is being constructed by the Elizabethtown Laundry & Dry Cleaning Co. on S. Mulberry St. James V. Hartlage is president of the firm.

**DOTHAN, ALA.**—An open house was scheduled recently at the new Hazel Hurst Laundry and Dry Cleaners, 320 E. Main, by Tommie J. Creel.

**ASHLAND, KY.**—Virgil O. Watson, owner of White Swan Launderers-Dry Cleaners, was named Ashland's "Outstanding Boss of 1956" at the annual Ashland Junior Chamber of Commerce awards dinner.

**JACKSONVILLE, FLA.**—The appointment of Edward Boyle as sales manager of Model Laundry & Dry Cleaners, Inc., has been announced by Harold Milton, president of the company.

**CLEARWATER, FLA.**—Shirt finishing equipment has been installed in the window of the new Sunny Skies Laundromat in the Dunedin Shopping Center on Broadway, owned by James Hill.

**SANFORD, FLA.**—M. L. Raborn, Sr., operator of the Seminole County Laundry, has announced plans to open a new



Laundromat on Highway 17-92 at Azalea Dr., DeBary.

UNION CITY, TENN.—Dr. Jim G. Taylor and Jack Hudgens have announced plans to open a coin-operated, self-service laundry at 1206 E. Main St.

RALEIGH, N. C.—Twenty-nine route salesmen of Raleigh Linen Service received safe driving awards recently for driving a combined total of 162 years without a chargeable accident. The company's drivers cover about 600,000 miles each year.

HIGH POINT, N. C.—A new storage vault has been added at Dutch Laundry by H. M. Taylor, Jr.



FLUSHING, MICH.—New shirt finishing equipment has been installed at Flushing Laundry Service, 101 E. Main St. Arthur Gibbs is the owner.

ST. LOUIS, MO.—Rub-A-Dub Laundromat has been opened at 1925 N. Union Blvd. by Ed Lott and Bill Martin.

ASHTABULA, OHIO — New owners of Tri Service Laundry, 232 Center St., are Mr. and Mrs. Robert McFarland. The McFarlands purchased the business from Dorothea Hutcheson and Lila Smith.

BRAZIL, IND.—An expansion program has been reported at Adamson's Laundry, National and Chicago Aves.

MATTOON, ILL.—Sno-White Laundry, 1920 Wabash Ave., was damaged by fire recently.

TOLEDO, OHIO—Dale M. Lanahan and George Graber have been named general manager and sales manager, respectively, of Crystal Laundry & Dry Cleaning Co., 840 Broadway, it has been reported by H. E. McKnight, president.

PAINESVILLE, OHIO — Painesville Laundry and Dry Cleaning was among the winners of a safety award presented during the Fourth Annual Safety Awards Banquet sponsored by the Lake County Industrial Council of the Painesville Chamber of Commerce, for outstanding safety records during 1956.

June 15, 1957



## Special Soaps for Automatic Washers

Interested in increasing your business with fast, automatic 25 and 50-pound open-end washers? Here are four Lever soaps which will give you a white, bright wash in this type of operation:

**LEVER FORMULA 880** — designed for delicate fabrics in lukewarm water. A built synthetic — spray-dried and granular — for difficult water conditions. Optical whitening agent is stable to bleach.

**LEVER FORMULA 770** — simplifies high temperature washing of sturdier

fabrics. Soap, alkalies and whitener, scientifically balanced, are spray-dried to small, homogeneous beads which flow freely.

**LEVER SPUNN DIAMOND 88% AND 92%** — pure, concentrated soaps for building your own high-temperature wash formulas.

**LEVER NEPTUNE CONTROLLED** — gives low sudsing in hard or soft water. Highly desirable for automatic washers, where excessive foam will slow down machine action.

WRITE FOR SAMPLES OF THESE

## LEVER SOAPS

Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.  
Other Industrial Service Offices: Chicago • Atlanta • Los Angeles

GRAND RAPIDS, MICH.—A roof fire caused damage estimated at \$4,000 to the building of Madison Square Laundry & Dry Cleaners, 413 Hall St., S. E.

JACKSONVILLE, ILL.—The Coin Wash is now in operation at 832 N. Main St.

ZANESVILLE, OHIO — Ankrum's Laundromat has been opened in the Country Fair Shopping Center.

CHICAGO, ILL.—The forty-eighth annual dinner meeting, election and installation of officers of the Chicago Laundry Owners Association was held April 25. Donald Van Beek, Mattmiller Laundrers & Cleaners, was elected president;

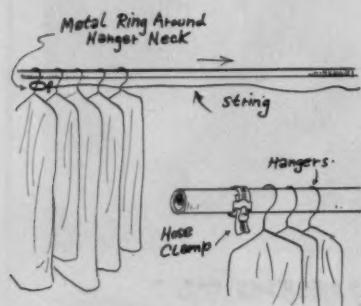
William Vellenga, Monarch Laundry Co., vice-president, and George Varney, Mercantile Laundry Co., treasurer. Directors are Sol Stone, Robert S. Study, Sam Price, Maurice Tiersky, Jack Husman and William Zimmerman. Ralph Pettibone is executive secretary.

DECATUR, ILL.—Contrary to a report carried here in the April issue, Norman's Laundry & Dry Cleaning Co. is still owned and operated by Glen S. Sober at the same E. Decatur St. address.

SWAYNE FIELD, OHIO—A branch of the Toledo Laundry & Dry Cleaning Co. will be opened in the new Swayne Field Plaza Shopping Center at Detroit Ave. and Monroe.

# Rhapsody in Bellew

THERE MAY BE nothing new in the world but every once in a while I see something that surprises me. And it's always so simple in the eyes of the user of the idea that he feels it isn't worth mentioning on these pages.



## Easy Truck Unloading

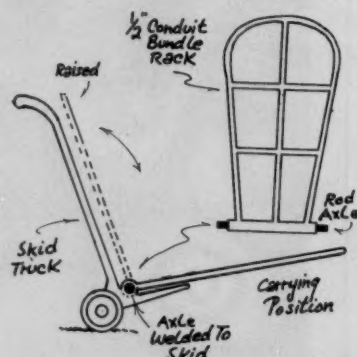
Take the matter of taking the dry-cleaning orders out of the back door of a small truck with the least effort. . . . I mean without crawling inside at each stop in case the orders have slid forward on the rack.

This may be old-hat to everyone in the business, but I just noticed that several routemen out here in California keep in their trucks a long cord with a harness ring tied to the end of it. When they load the rack with drycleaning they place the ring over the hanger neck of the order nearest the front of the truck, and run the cord back to one of the roof braces at the back of the truck. The orders are kept to the back of the truck simply by pulling on the cord. This even prevents the orders from sliding back and forth and getting bounced off onto the floor during starting and stopping.

Another trick some of the laundry routemen use, where a drycleaning order rack runs across the width of the truck from wall to wall just behind the driver's seat, is to place an ordinary hose clamp around the rack-pipe and confine the orders to only a portion of the rack-pipe. This keeps them from sliding back and forth as the truck turns corners. Simply turning the adjustment screw of the hose-clamp permits quick positioning of the clamp as garments are delivered.

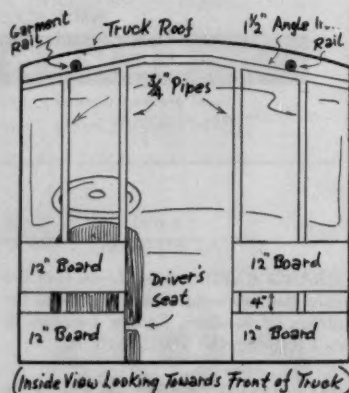
## No-Bump Skid Truck

Here's a neat idea to route salesmen who handle commercial work. One of the men made quite an improvement on a conventional skid



truck to enable him to take work up and down stairs, as well as use it in the regular manner. It's a snowshoe-shaped rack made out of half-inch conduit which is fastened to a metal axle welded in place at the lower end of the skid. The rack is nearly the same height as the skid truck when in a raised position, and is the same width as the truck itself. Surprisingly strong, the rounded end prevents the rack from getting hung up on obstructions and permits it to push open doors without damage to either.

The routeman claims he successfully negotiates stairs with as many as ten 30-towel bundles on the thing. From the truck into the plant the little rack affair permits loads of as high as eight big soiled bundles at a time.



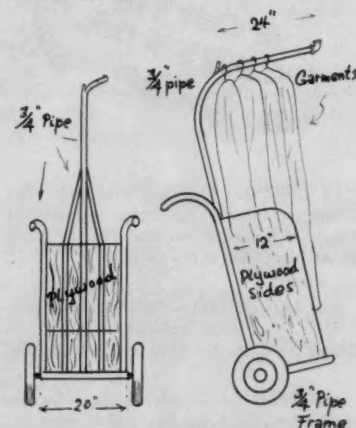
## To Prevent Shifting Loads

The big walk-in vans at Blue Bird have their interiors fitted out to protect the drivers from shifting loads, and prevent packages from sliding out the right-hand door in case of a quick stop. Four upright lengths of 3/4-inch pipe are positioned behind the driver's seat and welded at the top to 1 1/2-inch angle iron which is anchored to the side walls of the truck. A similar length of angle iron just inside the

rear door acts as support for a pair of garment rails which run the length of the truck, one rail on each side near each wall.

The upright pipes are positioned so as to give ample room for the routeman to enter from the front, while two 12-inch boards near the base of each pair of pipe uprights help keep packages and bundles inside the truck.

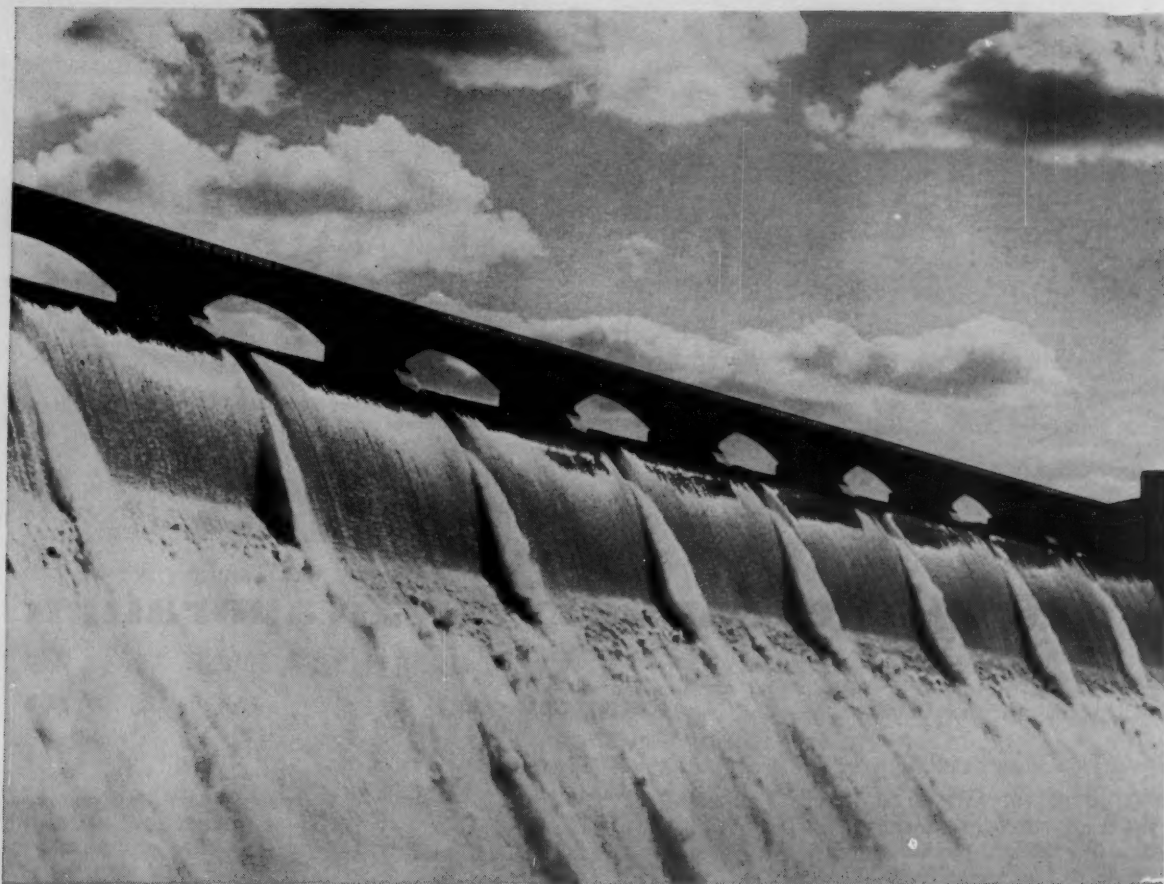
On checking my notes, I see where the 1 1/2-inch angle iron at the top of the upright pipes is not fastened to the truck walls . . . the angle-iron cross-piece rests on another length of angle iron at each end close to each wall, and steel screws are used to anchor these legs to the floor. This allows the arrangement to be transferred into the next new truck with no lost time.



## Cart for Hangered Garments

At Premier Laundry in Glendale, California, plant superintendent Ernie Lane and manager Tom Pickering showed me around their busy plant. An unusual type of cart took my fancy. It looked like an ordinary skid-truck but it had plywood sides and a long piece of pipe that ran up the back of the affair and curved over toward the front at a height of about 6 feet off the floor.

Come to find out it had been used here for years to transport drycleaning across the side lot to the drive-in call office on the corner of the plant property. The framework was all 3/4-inch pipe and very sturdy. Hangered garments were hung on the curved-over pipe. When the cart was tilted back for moving, the long coats and dresses fitted inside the plywood sides and were kept from contacting the wheels and floor during their journey.



## **WATER COSTS CAN WASH OUT PROFITS!**

### **... save 222,000 gallons per wheel**

Multiply 222,000 by the number of wheels you operate. That's a fair estimate of how much water you can save this year using these Keever products together.

Water costs keep going up . . . send profits down the drain. Your Keever Sales - Service Man can make a check-chart analysis in your plant in 10 minutes . . . tell you what you save in dollars . . . how to increase poundage . . . maintain better quality controls. Ask him in.

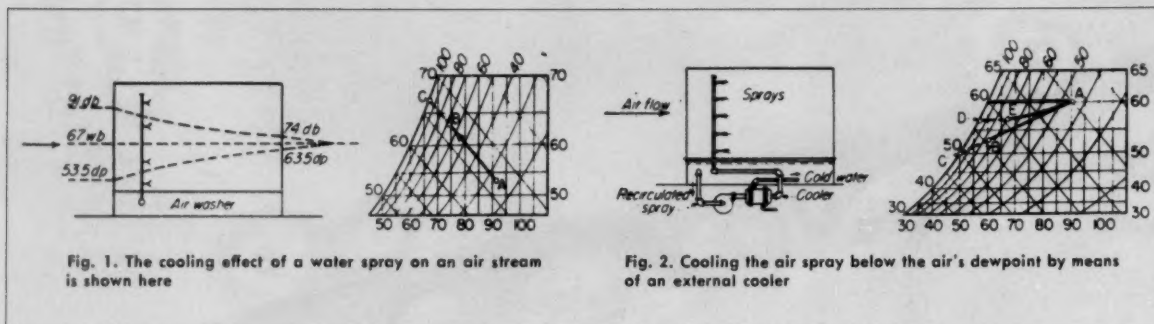
**THE KEEVER STARCH CO.,** Columbus 15, Ohio  
Corn, wheat and other grain products for  
Industry since 1898

**SATINETTE** — A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

**ULTRA-LITE** — Makes whites ultra-white. Makes colors ultra-bright. With each 42" x 84" wheel on a 48-minute formula running 8 hours per day, you can increase production 6,900 lbs. and save 18,400 gallons of water per month—222,000 gallons per year.







## Cooling the Laundry by Evaporation

By JOSEPH C. McCABE

THE MONTHS AHEAD represent "the dog days" to the laundry plant employee. Working conditions always impose high heat, high humidity, but with the outdoor weather adding heat waves of its own the plant worker is even more susceptible to heat.

In a growing number of laundries steps are being taken to ease this problem. These steps generally involve the use of evaporative cooling systems.

### The principles

The theory behind evaporative cooling is simple enough. Atmospheric air is a mixture of dry air and water vapor. Usually the air is carrying relatively little water vapor. Just how much water vapor is measured by a term the engineers call relative humidity.

All of us are aware that the air-moisture-carrying ability varies from

day to day. On rainy days, for example, the air tends to become saturated. Puddles that collect will remain for some little time even after the rain has stopped and will stay on the ground until the air's relative humidity or ability to absorb water improves. On dry warm days, by contrast, the air carries little moisture and will quickly absorb any moisture puddles. At these times the relative humidity is

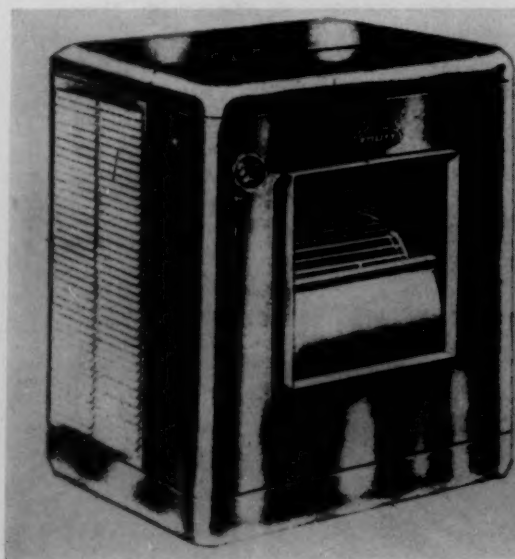


Fig. 3. Desert cooler

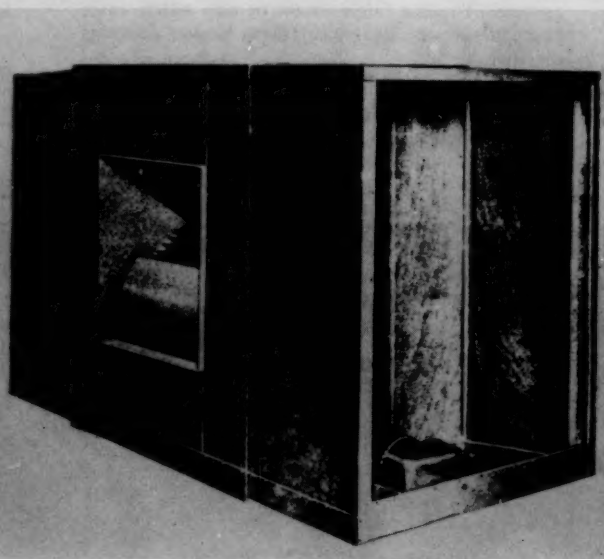


Fig. 4. Slinger-type cooler

# Prove it yourself!

... without cost or obligation

This amazingly simple steam trap  
can do a better job of draining your  
units — save you more money —  
than any other steam trap obtainable!



*No other steam trap  
like it!*

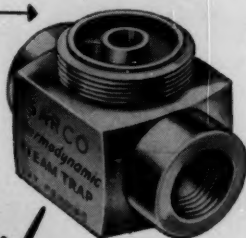
1. A CAP



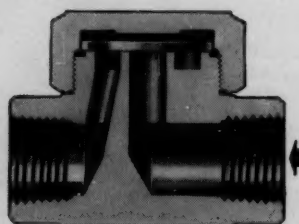
2. A DISC



3. A BODY



*That's  
all!*



Self-adjusting . . . same large capacity  
orifice for all pressures 10 to 600 psi!  
The  $\frac{3}{4}$ " size has more than enough  
capacity for most units.

WHEN you equip your ironers, presses, tumblers, stills and other  
units with steam traps to improve drainage . . . it will pay you  
to make sure you get the combination of advantages which only the  
Sarco Thermo-Dynamic can give you.

Laundries and dry cleaners who have tested various types of steam  
traps are amazed at the difference the Sarco Thermo-Dynamic Steam  
Trap makes. Why is this so? It's because the Sarco TD is a major  
advance in steam trap design. Look at it . . . you can see how ex-  
tremely simple it is. And its performance is a big step forward too.

## Here's why the Sarco TD is the ideal steam trap for you

1. **Rapid, complete drainage** — it immediately discharges condensate, air and air-steam mixtures . . . maintains the right temperature in units at all times.
2. **Doesn't blow steam** — waste fuel.
3. **Same trap for all pressures** 10 to 600 psi — not a single change or adjustment required.
4. **Self-adjusting** — only one large capacity seat for each size — all pressures.
5. **Only one moving part** — a solid hardened stainless steel disc.
6. **Maintenance practically eliminated** — Sarco TD has simplest design. Cap, body and disc . . . that's all! No mechanism to get out of order . . . completely free of buckets, levers, pins, gaskets, narrow channels.
7. **Large capacity** —  $\frac{3}{4}$ " size Sarco TD will handle all condensate from unit using as much as 14 boiler horsepower at 100 psi!
8. **Compact** —  $\frac{3}{4}$ " size is only slightly larger than 50¢ coin.
9. **Low initial cost.**
10. **Low installation cost** — easy to install as a pipe fitting. No check valve needed — unique construction prevents reverse flow.

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Prove to your own satisfaction . . . without cost or obligation . . . that everything we say about the Sarco TD is true.

Write direct to us or contact your supply house for a Sarco TD and strainer for 60-day trial. Specify size. You buy the TD only if you're completely satisfied. Sarco Company, Inc., Empire State Bldg., N.Y.C.

**SARCO** *Thermo-Dynamic* **STEAM TRAP**

2214-B

# "they're easy and simple to take care of"

**Q.** Mr. Baker\*, as Superintendent of Plant and Structures of the Newark Beth Israel Hospital, you've used a good many Yarway Impulse Steam Traps in the last 20 years. What, in your opinion, are their main advantages?

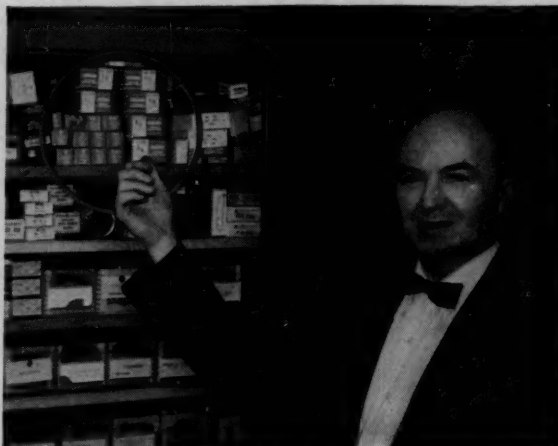
**A.** The big thing is that they're easy and simple to take care of. In many cases, they can replace traps much bigger and heavier. Then, too, they seldom give us any trouble. Usually we install 'em and forget 'em. When they do need service, replacement of the little valve is the worst that can happen, and that only takes a couple of minutes.

**Q.** What do your operating men think of Yarway traps?

**A.** Twenty years ago, when the Yarway Impulse Trap was introduced as a new idea in steam traps, it made sense to me and I ordered some. My men, however, insisted they wouldn't work. I finally put on a demonstration on a steam leg down in the boiler room, and they were convinced. Now they are as enthusiastic as I am.

**Q.** How many Yarway Impulse Traps are installed around the plant?

**A.** I don't know exactly. They're all over the place. Certainly over 100. We have them throughout the laundry and kitchen, on all the steam tables and coffee urns in the cafeterias,



"Spare parts for a whole plantful take only a corner of a cabinet."

in the operating rooms and Central Supply on sterilizers, autoclaves and stills, in the boiler room on fuel oil heaters, high and low pressure lines, and on steam line drips everywhere in the plant. To service all these, our inventory of spares and repair parts takes, as you can see, only a little corner in a filing cabinet.

**Q.** We notice a few traps of other makes around. How do you explain that?

**A.** Well, some equipment gets installed with other traps on it—but first excuse we get, we replace 'em with Yarways!



"This Yarway Impulse Trap on drip line replaced a conventional trap that needed a platform to support it."

If you would like a copy of a new, helpful booklet, "The Why and How of Steam Trapping" drop a card to

## YARNALL-WARING COMPANY

129 Mermaid Ave.,  
Philadelphia 18, Pa.

\*GEORGE E. BAKER,  
Supt. Plant and Structures,  
Newark Beth Israel Hospital,  
Newark, N. J.



# YARWAY

# impulse

...a good way to  
specify steam traps

OVER 1,200,000 YARWAY IMPULSE STEAM TRAPS ALREADY USED • STOCKED AND SOLD BY 275 CONVENIENT LOCAL INDUSTRIAL DISTRIBUTORS • NATION-WIDE YARWAY ENGINEERING STAFF AVAILABLE FOR SERVICE.



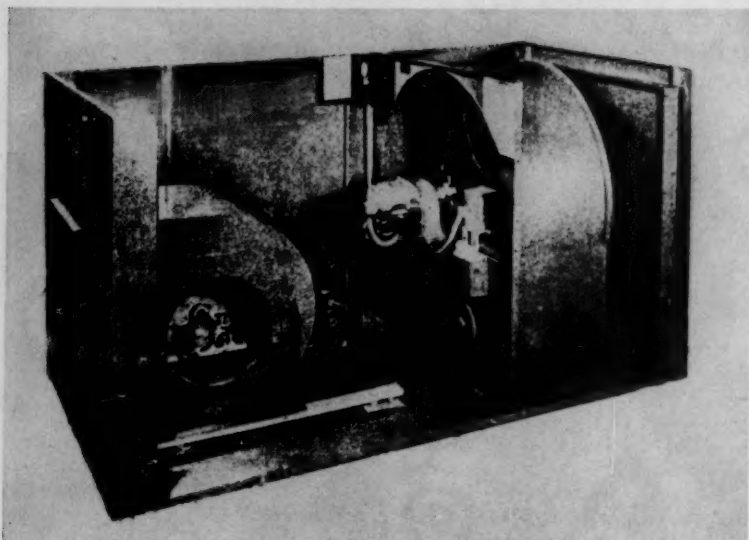


Fig. 5. Rotating pad cooler

said to be low. This property of absorbing water is used in evaporative cooling. Here is how it works:

Because of the air's ability to carry moisture, it actually has two temperatures. The one is called by engineers the "dry bulb" temperature and it is found by reading a regular thermometer directly. It is a measurement of the total heat in the air—that due to the air itself.

The second temperature the air possesses is called "wet bulb temperature" and represents the level of moisture content carried by the air. Loosely speaking, wet-bulb temperature might be called the temperature contributed by the water in the air. The wet-bulb temperature is less than the dry-bulb except when the air is saturated. When it's foggy or raining

the relative humidity is 100 percent. This spread in temperatures proves the basis for successful evaporative cooling.

Figures 1 and 2 show two cooling operations that can be performed with evaporation. In Figure 1 incoming air at 91° F (dry bulb) and 67° F (wet bulb) is pulled through an air washer or a spray of water. The water falls to the bottom of the air washer, is collected in a trough and recirculated. Eventually this water reaches the temperature of the air's wet-bulb reading while the incoming air has its dry-bulb temperature drop, or cool off, to approach this same temperature. The relative humidity of the air increases somewhat.

Figure 2 shows another system wherein the water used as a spray is

collected as it falls into a trough but is then pumped through a cooler and has its temperature brought below the dewpoint temperature of the air. (The dewpoint temperature is the temperature at which a vapor begins to deposit as liquid.) This will not only cool off the air but will remove some of the suspended moisture as well, so that the relative humidity will drop.

Which system is best suited to laundry service? The air washer is designed to handle much larger quantities of air flow than the laundry would require. It is most commonly found in air-conditioning systems for the larger office buildings in the major cities.

The laundry employs equipment designed for much lower air quantities. There are two principal types of equipment: (1) the slinger, and (2) the rotary cooler. (A third, the desert or drip type, is too small in output for laundry service.)

The slinger unit employs a pan of water and a small motor (Fig. 4) with a scooplike attachment of the shaft. This attachment scoops water out of the pan and slings it into the air stream to effect an over-all cooling in the air's dry-bulb temperature.

The rotary cooler uses a continuous filter which has one face in a pan of water while the other is across the path of the incoming air. A motor drives this continuous filter so it is moving while the part giving up its moisture is on its way to the pan to pick up a fresh supply (Fig. 5). This device is highly efficient.

The role of the rotary cooler can be seen best in a stationary model such as Fig. 2A, where a filter pad is being soaked by a water spray.

#### Installations described

Recently two helpful pieces of information on the application of evaporative cooling have been published. One\* points out that the air-washer cooling installation uses large quantities of outside air, all of which is drawn through the cooling equipment and delivered at high velocities (1,500 f.p.m.—2,000 f.p.m.) to certain points where cooling is required. This type of system requires adequate exhaust of the air to the outside, whether by mechanical means or natural exhaust through open doors, windows or transoms.

Most plants have exhaust fans installed at various points in the building. These can be used in conjunction with the supply air system to provide a "push-in, pull-out" system. Exhaust through open windows and doors is usually adequate but can be supple-

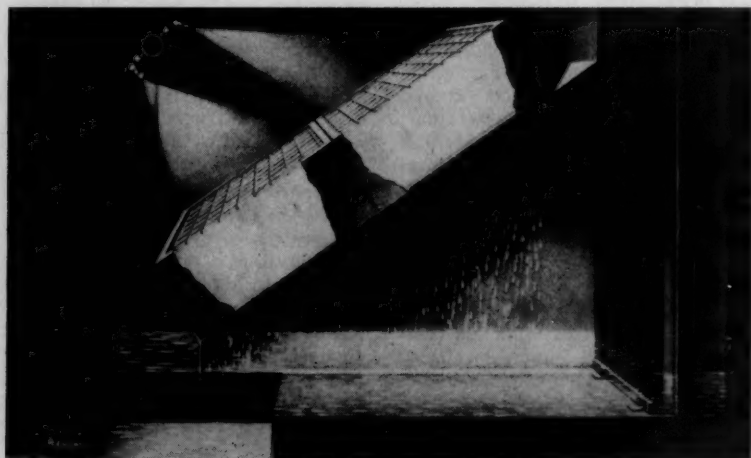


Fig. 2A. A spray of cold water played across the path of the air stream can be used to cool it down; in addition, it sets dewpoint for control of the air's humidity

\* "Air Washer Type Evaporative Coolers Reduce High Heat Loads," B. P. Edelman, *Heating, Piping and Air Conditioning*, March 1957.

Table I

	Bldg. volume 8,000 cu. ft. 25,000-B.t.u. cooling load		Bldg. volume 32,000 cu. ft. 75,000-B.t.u. cooling load	
	2-minute air change	3-minute air change	2-minute air change	3-minute air change
Temperature rise of structure (°F) .....	5.8	8.7	4.4	6.5
Wet-bulb depression (°F) .....	25	23	26	24
Air delivery, c.f.m. ....	4,000	2,666	16,000	10,666
hp. required .....	¾	½	3	2
cooler cost .....	\$850	\$670	\$2,800	\$1,900
hp. required .....	¾	½	5	2
cooler cost .....	\$430	\$225	\$1,550	\$1,000
hp. required .....	½	¼	2	1
cooler cost .....	\$125	\$100	\$500	\$300

mented to advantage by the use of exhaust fans.

We quote directly from the Edelman article:

"A system of 'spot cooling' was installed recently in the Flowers Laundry, Atlanta, Ga. The laundry building is 50 feet by 100 feet over-all, but as the workers were to be spot-cooled only, the installation was designed to use just one 12,000 c.f.m. air-washer unit. This unit is powered with a 3 hp. motor to run the blower, and a ½ hp. motor operates the water distribution assembly. The water assembly functions both to recirculate the water and to forcefully spray the filters in the machine to keep them continuously wetted down for greater efficiency. Very little water is actually wasted in view of the recirculation process employed.

"In the Flowers Laundry there are 12 worker stations being cooled. The job was designed to supply 800 to 1,000 c.f.m. to each worker through an adjustable deflector above each work station. These deflectors are 10 by 12 inches with four-way adjustable blades. If desired, the worker can adjust the blades to deflect the air away, but most workers prefer having the air blown down over them.

"A single large supply duct measuring 31 by 25 inches carries air from the unit—on the roof in the center of the building—down the center of the room directly below the ceiling. From this main duct each 12-by-10-inch take-off carries over to a point about 7 feet above the floor. An adjustable deflector is in each of these individual take-offs. No special problems were encountered since the main duct was kept high up under the ceiling and the individual take-offs were arranged so as to avoid any piping or other obstructions.

"Maintenance of the Flowers Laundry unit is relatively simple. The regular plant serviceman watches the unit and performs the usual maintenance services such as draining the tank and refilling it with water once a week, oil-

ing bearings in the motors and fan shaft, and checking the belt tension occasionally.

"The owner reports very little increase in his utility bill. The electrical cost on the installation was figured not to exceed \$1 per day of 8 to 10 operating hours. The water charge under most conditions would be \$2 per month or less.

"For this same application, it was estimated that 10 to 15 tons of refrigeration would have been required.

"The system can be designed for what is called 'free air delivery,' that is, without ductwork. Many times this proves just as satisfactory. The air delivery can be arranged to discharge the air to the workers in such a way that the air will be exhausted from behind or over the machines to the outside.

"An interesting installation of this type was completed not long ago by Sunshine Launderers & Dry Cleaners in Oshkosh, Wis. For this 15,000-cubic-foot building a 12,000 c.f.m. air washer was installed. The machine is on the roof, with the main supply duct coming down through an existing skylight. This duct is split so as to discharge air both to the west and east walls of the room. In addition, three more small outlets were taken from the main duct, one discharging toward the silk finishing department, one to the assembly and inspection department, and the third toward the laundry finishing department near the center of the building. There are no take-offs of ducts from the main supply duct, but these five diffusers point toward the directions or positions in the room where the cooling is needed. Installation of the entire system required less than one week.

"There are no set rules for the proper cooling of a laundry or cleaning plant since each plant should be studied individually. As a general rule, a system of free air delivery will not have to exceed 30 feet. However, in exceedingly hot areas, such as the finishing departments, it is generally best

to try and use a method of spot cooling since then only the air requirements of each individual worker station need to be figured rather than the entire area of the room or department being cooled."

Many installations are being made with a combination of the free-air-delivery and the spot-cooling methods.

The second valuable piece of information\* was produced by the Armed Forces which had made some large-scale applications of evaporative cooling at military facilities in the Southwestern states. They found the industry to be a highly competitive one with equipment somewhat inferior and operating and maintenance techniques virtually unknown. This report is a summary of design, operation and maintenance information.

The relationship between effective evaporative cooling applications and the spread between the air dry bulb and wet bulb temperatures as this study found them is follows:

Degree of Effectiveness	Wet Bulb Depression (°F)
Excellent	30-40
Good	20-30
Fair	15-20
Doubtful	10-15

In short, the greater the spread, the greater the effectiveness of the system.

The availability and condition of local water is an equally important consideration. Where supply of water may be limited, strict water conservation is required. Under these conditions, air-conditioning equipment would be the first affected. Although practically any water can be used, it is necessary that a sufficient quantity of available to allow bleed-off for scale control. An estimate of the quantity required for evaporative cooling should be revised upward by about 25 percent to allow for this necessity.

Water quality information should  
*Continued on page 84*

\* "The Military Application of Evaporative Cooling," U. S. Department of Commerce, Office of Technical Services, Publications No. PB111712, 75 cents.



20% HIGHER PRODUCTION, fuel savings of \$100 weekly, and installation without interruption of service was accomplished by a Patterson-Kelley "Steam-Mizer" at Chicago's Ace Laundry.

## P-K Steam-Mizer\* boosts production, cuts fuel costs. No downtime required for installation at Ace Laundry.

Chicago's Ace Laundry had to expand its capacity—and it couldn't afford one minute of lost production time during the change-over. That's why it selected a Patterson-Kelley "Steam-Mizer". Since the "Steam-Mizer" is a completely packaged storage water heater with integral condensate cooler, pumps, controls and accessories, it is simply placed in position, hooked up to existing steam and water lines and started up. No downtime is required.

By continually circulating stored water over the condensate coil and heating coil, the "Steam-Mizer" assures even boiler load, greater operating efficiency, higher production. And by returning all the condensate to the boiler, the "Steam-Mizer" assures practically no boiler make-up,

thus minimizing boiler scaling and maintenance.

For Ace Laundry, these features meant production could be raised 20% to 37½ tons of laundry a week while fuel consumption was reduced 25%.

Patterson-Kelley "Steam-Mizers" are available for horizontal or vertical installation in 8 standard sizes. And they are available in steel, copper-lined or Special Formula C-17 Pre-Krete cement lined. For full data on how a P-K "Steam-Mizer" can help you increase production . . . reduce production costs . . . and be installed without interrupting service, write for your copy of Bulletin 1080 today.

The Patterson-Kelley Co., Inc., 106 Wilson Street, E. Stroudsburg, Pa.

\*Patent applied for

# Patterson Kelley

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June 15, 1957

81



# "Gosh, yes!"... Is What they say

Line up 80 subscribers to STARCHROOM LAUNDRY JOURNAL and ask them if they like RHAPSODY IN BELLEW, the feature that appears exclusively in every issue of the JOURNAL.

Ask them if they get ideas from it, and 72 of them will give you answers like those reported on these pages.

"Gosh, yes!" writes a man in Missouri (where they've got to be shown.) "Lew Bellew's RHAPSODY is the best feature in the

magazine. Tell him it's about time he got back to St. Jo!"

Laundry executives like Lou. They like and look for the "how to do it" information he writes to help them solve plant problems, to do the job faster, easier, better. And they tell us they like and look for the JOURNAL's other exclusives too—the features, the serials, the departments, and the ANNUAL GUIDEBOOK!

They must! They can get stacks of other

**NORTH DAKOTA:** "Read RHAPSODY religiously and have used some of the ideas."

**NEW YORK:** "RHAPSODY IN BELLEW is always the first article I look for."

**NEW JERSEY:** "I find these are very original ideas and very helpful to our laundry managers."

**ILLINOIS:** "I use Lou's ideas, especially those on work simplification."

**NEW YORK:** "There is always an idea in RHAPSODY IN BELLEW that someone can use."

**VIRGINIA:** "Yes, I've gotten some usable ideas."

**NEW YORK:** "The tips are helpful. We have created a number of similar gadgets."

**RHODE ISLAND:** "We have used many of Lou's tips. We have some of them in use now."

**MASSACHUSETTS:** "RHAPSODY IN BELLEW is excellent. Please continue it. The ideas are stimulating."

**MARYLAND:** "From time to time we've used Lou's ideas. One that stands out in my mind is a very successful device (a low, two-wheeled truck) for moving equipment instead of having to use rollers."

**WISCONSIN:** "I get a kick out of Lou Bellew's pages. Always interesting."

**CALIFORNIA:** "RHAPSODY IN BELLEW is always a must. These original ideas always seem to stir my imagination and many of them are in practice."

# about Lou Bellew

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LOU BELLEW, West Coast Editor of STARCHROOM LAUNDRY JOURNAL and author of the JOURNAL's regular RHAPSODY IN BELLEW pages. In addition to his writing on all phases of laundering (exclusive in the JOURNAL,) Lou is known from coast-to-coast as a top convention speaker in the industry. He now headquarters in Los Angeles, writing and speaking in the Pacific and Mountain States.



ILLINOIS: "The insulated tumbler cover is a very good idea for heat reduction. I'm doing it. Other tips have proven equally beneficial."

DISTRICT OF COLUMBIA: "I enjoy reading Bellew's remarks and drawings. Read them every issue. When we find something we can use you can rest assured we use it."

WISCONSIN: "Have used several of Lou's tips and found all of them very helpful in our operation. Looking forward to using more."

CANADA: "This feature is carefully read. One of the most recent Bellew innovations in our plant is the guard rails for tumblers and open-end washers."

WASHINGTON: "Two of the more outstanding ideas we've used are the super bleach tank with the drain hose and the converted watering tank."

MICHIGAN: "I look at this section every time."

GEORGIA: "We have lifted Lou's ideas. This department is read by all supervisory personnel each month."

TEXAS: "Definitely good. Have used lots of these ideas."

CALIFORNIA: "I have always read this department with interest. The ideas are thought-provoking and make you look at your own plant more critically."

PENNSYLVANIA: "Many of Lou's ideas have been adapted or modified. This Issue's RHAPSODY is most timely for us."

CALIFORNIA: "I study the tips in RHAPSODY IN BELLEW, using the ones that help in my department."

CANADA: "Everything that is applicable to our set-up is followed."

Continued from page 80

influence the cooler design and selection. Water high in dissolved minerals will normally be more troublesome with respect to scaling and corrosion, as will waters with high alkalinity.

Once evaporative coolers have been selected for installation at a particular project, scale-control features should be designed into the units used. A water bleed-off system must be included and the necessary drain and sewer lines planned. Discharge of the bleed water to the ground is rarely satisfactory.

The exact sump concentration at which scaling will occur varies with the type of water used. It should never be necessary to use greater than a one-to-one bleed-to-evaporation ratio and a much lower rate will usually be adequate. The use of chemicals may decrease the required bleed.

There are many ways to provide for bleed-off. The method chosen should insure an adequate quantity but should not waste water. The method used on the more expensive rotating-

pad coolers involves an electric timer and a cam-operated flush valve, or a solenoid-operated drain valve. These can be set to provide an average bleed quantity during the time of the day that the cooler is in operation, based on a calculation of the evaporation rate. The surge flush provided helps remove sediment and sludge from the sump. This method was by far the most satisfactory of those observed.

Other methods include a bleed arrangement commonly used on the slinger-type cooler, where a funnel is set in a position to collect a portion of the water sprayed into the air as it falls back to the sump. With this arrangement, a wide variation in bleed rates may occur, and unless the funnel outlet is large enough it may clog with scale and slime growth. A 1-inch-diameter outlet should be a minimum on the funnel.

A simple overflow pipe is sometimes used on drip-type coolers and the amount of bleed is controlled by the size of the inlet. This method wastes water, since it drains continuously whether the cooler is in operation or

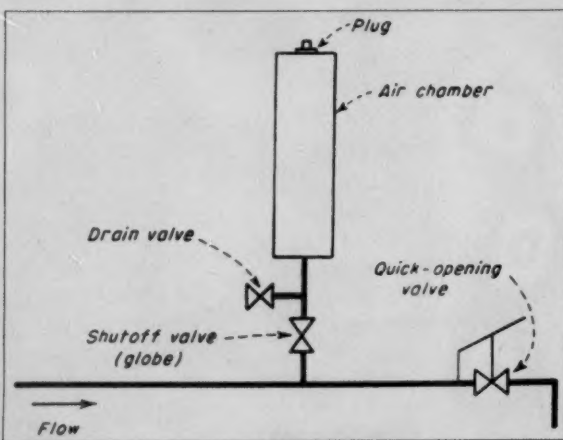
not. The inlet is frequently so small that occasional clogging by scale and slime is almost a certainty.

Scale formation on the cooler pad is greatly accelerated if an insufficient quantity of water is supplied to the pad. Any areas which may dry out completely will rapidly accumulate a residue of salts. It is essential that the water-supply device keep the pad thoroughly wetted and that there be an excess quantity draining off the pad while the cooler is operating.

The rise in temperature of the conditioned air as it passes through a structure can be reduced to almost zero if a large enough air-change rate is used. However, because of equipment size and cost, there is a practical limit that should not be exceeded. This is illustrated by Table I, which compares equipment cost for air-change rates of two and three minutes.

The task of selecting a satisfactory evaporative cooler is often difficult because of the variety of types and the range of prices from which to choose. The plantowner is the only one who can make the final decision. □□

## Engineering Questions and Answers



### Water Hammer in Liquid Line

Engineering Editor:

How can I avoid water hammer in this liquid line? As engineer for a laundry plant, I'm responsible for piping as well as power services. In one of our operations we use a quick-opening valve in a liquid line that feeds into a mixing tank. Length of line is about 200 feet. It's 2-inch-diameter, nominal. Liquid flowing is cold.

I figure that, based on known flow and pipe cross-sectional area, liquid velocity is 10 feet per second. It's on the high side for such an operation.

Whenever we find it necessary to shut off the quick-

opening valve before the mixing tank we get a severe water-hammer condition. In addition to being a major nuisance, we're afraid it will damage the piping system. How can I modify the system to eliminate the water hammer?

Water hammer can be reduced drastically by installing an air chamber just ahead of the quick-operating valve. The closer the chamber is to the valve, the better the performance. The air chamber should have 400-cubic-inch volume if line pressure is 15 p.s.i. or 640-cubic-inch if pressure is 30 p.s.i. These sizes yield 150 p.s.i. maximum line pressure.

Install the chamber above the line (see sketch). Also, be sure to use a valve that can isolate the chamber from the line. A small valve at bottom and plug at top permit the chamber to be drained and replenished with air. Pipe that is one or two sizes larger than the main line makes a good chamber. The connection to the line itself is one-half line size. The restriction boosts chamber effectiveness.

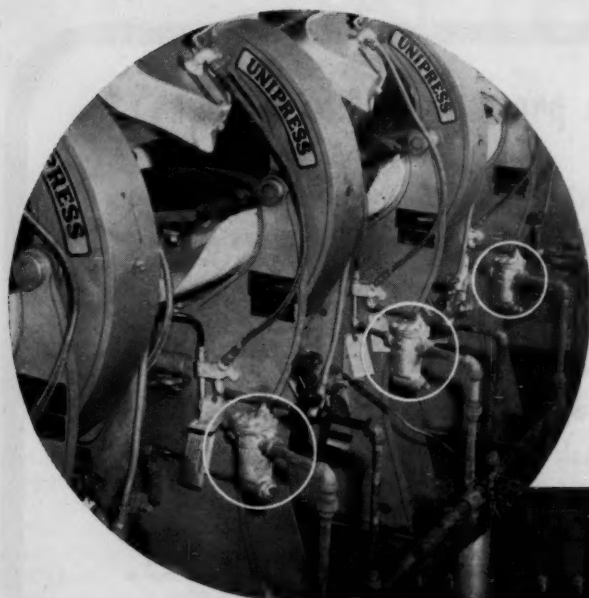
Locate the chamber where it can be serviced because air must be added periodically. Under normal conditions, the air chamber should be about 75 percent full of water. After flow begins, the level drops. This allows ample cushioning effect when the valve is quickly closed.

**Hammer theory:** Water hammer is related to pipe material, pipe length, fluid velocity, specific gravity, valve-closure speed. Tests show that noise alone may not indicate true hammer intensity. If the system is rigidly anchored, the noise may not be too noticeable. Yet hammer pressure may be high.

Closing a valve completely in less than the critical time



# Look At The Record When You Buy Steam Traps



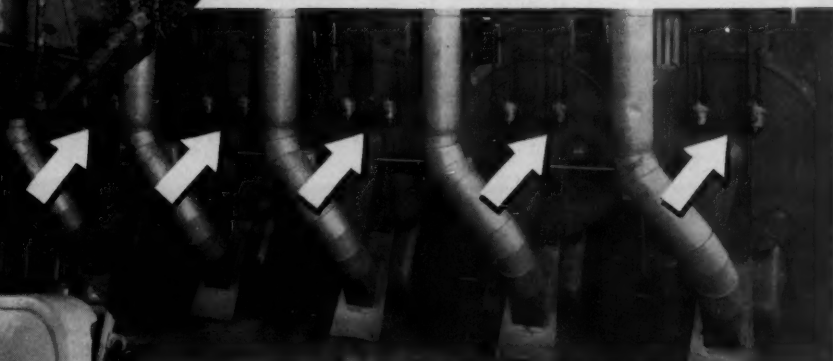
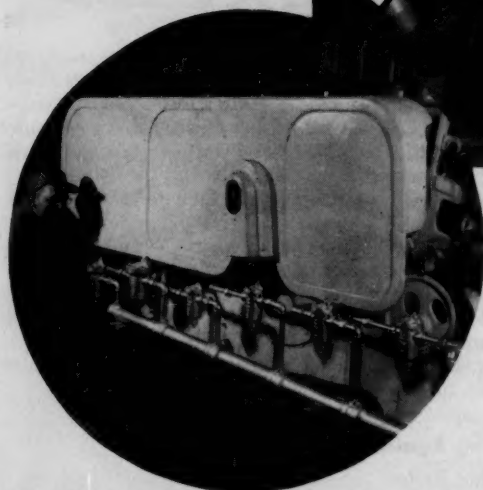
**Here are typical Armstrong results:**

**FUEL BILL CUT IN HALF** since using Armstrongs.  
—American Laundry and Dry Cleaning Co., Salem, Ohio.

**10% THROW-BACK ELIMINATED**, production on two 8-roll flatwork ironers increased 25% by actual test.  
—Model Laundry, St. Paul, Minn.

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—Peter Bent Brigham Hospital Laundry, Boston, Mass.

**50% LESS TRAP MAINTENANCE** since changing to Armstrongs.  
—Eastern laundry and cleaning plant.



**TWO HOURS LESS HEATING-UP TIME** and 10% fuel savings since installing Armstrongs on all steam heated equipment.

—Robertson's Laundry & Cleaners, Sault St. Marie, Mich.

**NEW MACHINES NOT NECESSARY**—Our boiler was turning out plenty of steam and we weren't using it—capital expenditures for new machines found not necessary.

—Soft Water Laundry and Cleaners, Long Beach, Calif.



**More Armstrong Steam Traps are used in more laundries and dry cleaning plants than all other brands combined.**

Find out why... and how they can help you cut your costs. Send for Bulletin 1931. It tells: how to figure the cost of steam traps... what size traps to use on every machine in your plant... how others have profited with Armstrongs... design features, capacities, prices and dimensions of Armstrong Steam Traps.

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**ARMSTRONG STEAM TRAPS**

**Armstrong Machine Works**

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Company

Address

City  Zone  State



## HOW CAN YOU GET 50% MORE FLOW

....from your present Zeolite softener?

**EASY** Refill with Invercarb C-110 resin. Gives you up to 10 times more gallons per regeneration — Gives you about 50% more gallons per minute. Ask us for free details.

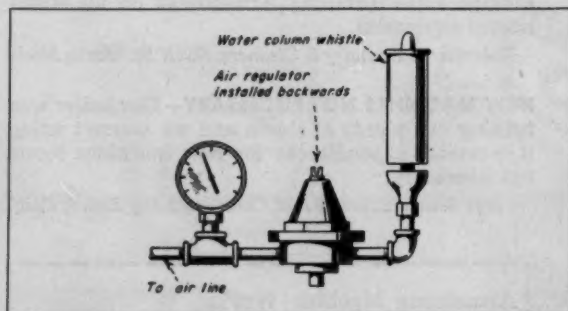
### WANT TO GO "ALL THE WAY?"

H & T Multiport valve automatic operation saves time — saves labor — makes automatic efficiency. Ask us about it. Over 2,000 laundries use it right now.

**HUNGERFORD & TERRY, Inc.**

CLAYTON 8, NEW JERSEY

converts all liquid's velocity head to shock pressure. The obvious cure is to slow down the quick-closing valve so closure requires longer than the critical time. For each 1 f.p.s. velocity reduction within the critical period, shock-pressure buildup is about 40 to 60 p.s.i. If you can tolerate a slow-closing valve instead of the one you now have, you'll lick the problem. If the process must have the fast valve, an accumulator near the valve will do the trick.



#### Low-Air-Pressure Alarm

Engineering Editor:

*Compressed air in our plant has a way of failing without warning. We know the problem is too small a compressor and air receiver but until we get around to a new one is there any way we can set up a warning that the air pressure is failing?*

The ideal answer (and we'd suggest you include it when you replace your present equipment) is a commercial model

low-air-pressure alarm. They're relatively inexpensive, and worthwhile. In the meantime the sketch shows an idea that's very useful if your plant does not have a low-air-pressure alarm. It's an inexpensive device, warns when air pressure is low. It can be connected anywhere in an air line and needs no wiring of any kind. Parts needed are (1) small reducing valve or regulator, (2) small whistle of type used on boiler water-columns.

Connect the small reducing valve in the right pressure range to an air line backwards. That means the valve's outlet is connected to the air line and the inlet is connected to the whistle. Screw down on the reducing valve to the lowest air pressure wanted to set off the alarm. The whistle continues blowing until the air pressure comes back up past this setting, then pops shut.

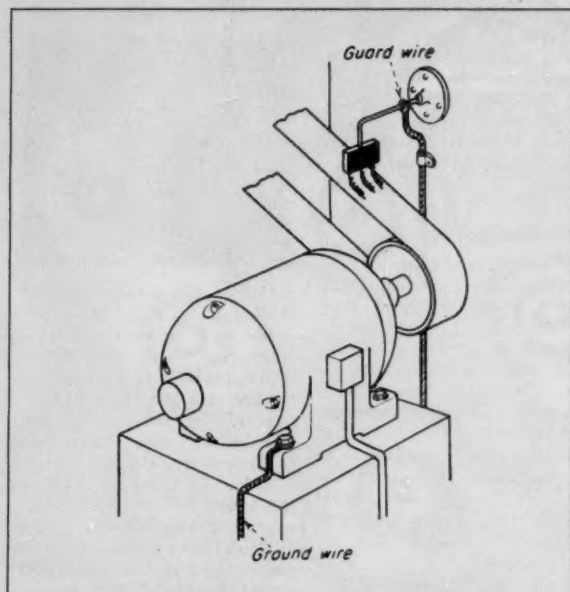
#### Grounding Against Static Electricity

Engineering Editor:

*Do these homemade gadgets to ground static electricity work?*

We saw one such arrangement employing a comb running on a belt to remove the belt's static electricity. This comb, placed on the wrong side of the pulley, can cause serious damage if it gets loose and falls between pulley and belt.

The sketch shows the approved and time-tested method (see page 1717, *Standard Handbook for Electrical Engineers*, 1941). Suspend a metal comb near the surface, then ground this comb. At times, fine-wire springs are soldered to the comb teeth and allowed to touch the belt's surface. This method takes more attention because the springs might break, but the belt's surface is directly grounded. So it's maintained at a lower potential than when an air gap exists



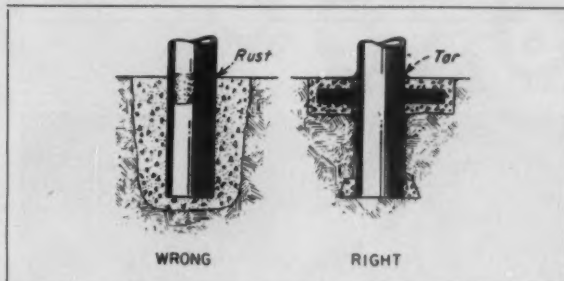
between it and the metal comb. Grounding is very important as protection depends on an easy path to earth.

If possible, connect the ground wire to the water pipe with a clamp and attach the wire to the pipe. Be sure to clean the pipe with abrasive cloth before clamping. Install the ground wire so it's protected from damage and thus won't fail when needed. Dress the belt's surface with non-static belt dressing to prevent static potential building up.

## Iron-Pipe Maintenance

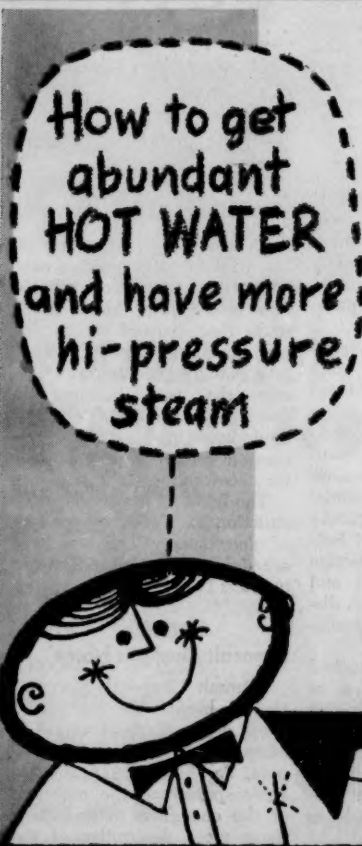
Engineering Editor:

When you run a laundry you can expect to work on almost anything. One problem we just had thrown at us concerned maintenance of an iron-pipe guard rail we use to fence off our parking space. The above-ground pipe is no headache. Paint on these surfaces keeps the pipe in good shape. The base of the pipe is the real problem. Any suggestions?



Flagpoles and other iron pipe placed in the grounds of most plants for various purposes can be a headache if you don't know how to install them. Many engineers believe that a steel pole concreted into the ground needs no maintenance. But unless steel is painted near the concrete, moisture from dew or rain collects. Rust eats the pole in the concrete so badly that a wooden pole outlasts steel three to one under the same conditions.

Use heavy paint or tar to seal the opening where the pole enters the concrete (see sketch). Then check periodically. If the pole is heavy, weld crosspieces as shown and rest them in concrete to help support the weight.



**Install a NATCO Tankless water heater for abundant hot water... and let a separate high pressure boiler supply the process steam.**

This modern, economical method eliminates the bulky, old-fashioned storage tank with submerged heat exchanger.

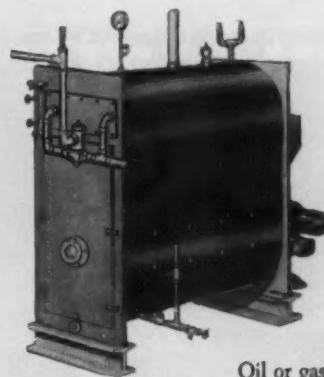
Because NATCO has its own built-in supply of reserve heat, it can deliver large volumes of automatically controlled hot water per minute with no temperature drop, thus speeding up the fill-time of washing equipment.

Cheaper to install, maintain and operate.

NATCO is indirect-fired and is guaranteed that it can never cause rusty wash water.

Ideal for use with automatic or open end washers.

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 Please send free illustrated literature on Natco Water Heater to:  
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# NEWS

from the

# ALLIED TRADES

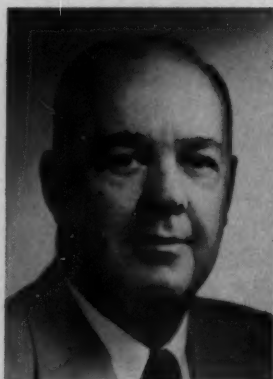
## Staley Honors Two Veteran Salesmen



Veteran salesmen were presented awards at a meeting of laundry starch salesmen of the A. E. Staley Manufacturing Co., Decatur, Ill. Don Magie, left, West Coast salesman, and J. N. Van Allsburg, right, St. Louis,

Mo., receive pocket secretaries and billfolds from Lyle Woods, Staley's chemical sales section manager. Messrs. Magie and Van Allsburg both joined Staley's laundry starch sales in 1933.

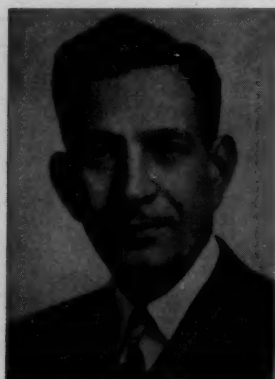
## Davenport Becomes Unipress Chairman



JOHN T. DAVENPORT

John T. Davenport, president of Atlanta Distributing Co., Atlanta, Ga., and a director of Unipress Company, Minneapolis, Minn., has been elected chairman of the board of Unipress.

Officers reelected to their positions are Ira C. Maxwell, president; A. J. Kwakkernaat, vice-president, and W. H. Krusow, secretary-treasurer.



IRA C. MAXWELL

In addition to the officers the following directors were named: I. Brooks, B. M. S. Laundry Machinery Co., Cleveland, Ohio; Morris Landau, Cummings-Landau Laundry Machinery Co., Brooklyn, N. Y.; Norman Engbreton, F. & E. Sales Corp., New Albany, Ind.; Hugh G. Henderson, Hugh G. Henderson Co., Houston, Tex.; Willis A. Pellerin, Pellerin Laundry

Machinery Sales Company, New Orleans, La.; Archie G. Israel, Talley Laundry Machinery Co., Greensboro, N. C.; J. L. Thomas, Ed. L. Thomas Co., Jacksonville, Fla., and J. J. Cohen, Universal Laundry Machinery Co., St. Louis, Mo.

## New Facilities for Olin

The Industrial Chemicals Division of Olin Mathieson Chemical Corporation, New York, N. Y., will market all of the chlorine output of a new chlorine caustic soda plant now under construction. This plant is being built by Kaiser Aluminum and Chemical Corporation at Gramercy, La., according to an announcement by John O. Logan, vice-president and general manager of the Olin Mathieson division.

The Kaiser Aluminum plant will make a fifth Olin Mathieson shipping point for chlorine in the South. Olin presently produces chlorine at Saltville, Va., and MacIntosh, Ala., and markets the chlorine output of the Huntsville, Ala., plant of National Distillers Products Corporation. It is completing a bulk storage and distribution facility for chlorine and other chemicals at Brunswick, Ga.

Olin also produces chlorine at Niagara Falls, N. Y., and markets the production from the Arvida, Que., plant of Aluminium, Ltd.

## Cowles Wins Safety Award



Cowles Chemical Company at Skaneateles Falls, N. Y., recently received an award for completing one-quarter million man-hours with an accident frequency rate less than 50 percent of the average for the chemical industry. Shown here is Robert F. Huntley, right, president of Cowles, accepting the award for this outstanding safety accomplishment from William Douque, manager, Employers Mutual Liability Insurance Company of Wisconsin.

The presentation was made at a special safety meeting of all Cowles production, research and engineering personnel at the Skaneateles Falls location. John Bates, superintendent, presided over the ceremonies.

Main offices of Cowles Chemical Company are located in Cleveland, Ohio.

## Adell Plant at Holyoke



Pictured above is a view of Adell Chemical Company's new plant currently under construction in Holyoke, Mass. Adell states that demand for its detergent, Lestoil, may necessitate plant expansion even before the new building is complete. Installation of new equipment to handle the increased volume is another factor necessitating the move.

The building now under construction has 37,000 square feet of floor space. The firm was scheduled to move into the new quarters June 1.

## Butler Cuts Prices

Price reductions varying from 4 percent to 14 percent on most major machinery items have been announced by the Dry Cleaners Equipment Division, Butler Manufacturing Company, Kansas City, Mo.

"Reversing the price spiral with lower prices when costs are generally going upward was accomplished through a number of moves," states Howard J. Martin, Division sales manager. He explained that because of increased volume, material and labor costs have marginally decreased. He added that Butler has made major production changes to reduce costs and maintained rigid control on distribution, service and installation costs.

Last October Butler launched a cost-reduction program to effect savings without changing the quality of the product. This program included every department — engineering, manufacturing and service. Most substantial savings were made as a result of the program.

## Pennsalt Changes Name

Pennsalt Chemicals Corporation has become the new official name of the Pennsylvania Salt Manufacturing Co., Philadelphia, Pa. According to a company spokesman the objective of the change is to provide a name more descriptive of the

# THOUSANDS PRAISE

## *Cook*

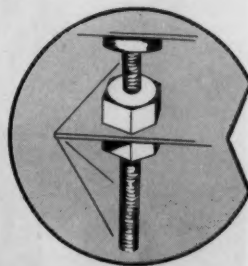
### WASHETTE

# SIMPLICITY, THOROUGHNESS



## 28 APPROVED FORMULAE FOR:

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- COMMERCIAL LAUNDRIES
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## SINGLE, FOOLPROOF DIAL IN COMPLETE CONTROL!

Cook's exclusive one-dial washing-cycle control renders the Washette so flexible that it is actually 28 washers in one! To change to any of 28 cycles, simply change dial. It takes just 15 seconds — about the time required to wind a watch. And it's as easy as putting a key in a lock!

Cook Washettes are available in four sizes — 25 lb., 50 lb., 75 lb., and 100 lb. (dry weight capacity); and in seven models, including the fabulous Washette Twin. Styling includes both the exclusive Cook cabinet and the conventional pedestal types. There is a Cook Washette for every laundry situation!

**ANYONE  
CAN INSTALL  
OPERATE  
& SERVICE**

Comes completely plumbed and wired — simply attach hot and cold water, drain, and electric power. Only one adjustment point — a nut-and-bolt arrangement for maintaining V-belt tension. Machine otherwise is precisely adjusted and permanently pre-set at factory for years of trouble-free, maintenance-free, profitable service!

**FREE  
FACTUAL FOLDER  
ON REQUEST**



COOK MACHINERY CO., Inc., 4129 Commerce St.  
Dallas 26, Texas

Please send descriptive literature on COOK WASHETTES.

Name of Company \_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

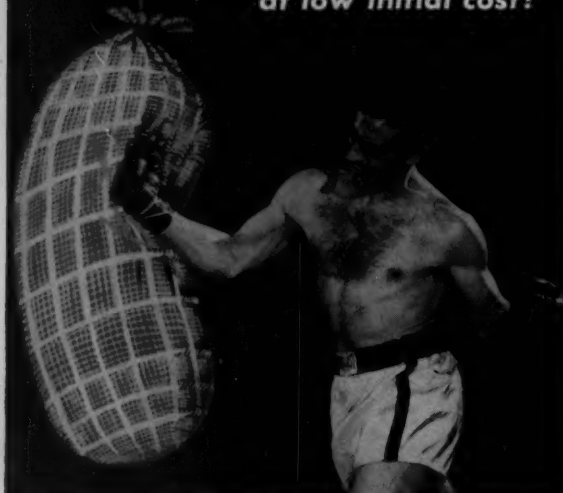
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## BUILT TO TAKE PUNISHMENT

**Strength & Endurance  
at low initial cost!**



## Cotton LAUNDRY NETS by ANCHOR-ROME do the best job in your washer

- Stick to the wheel for thorough 'washboard action'
- Lower initial investment
- Do not snag easily
- Open LENO mesh allows greater penetration
- Proven by years of experience

### NYLON also available!

Have you tried our nylon LENO net #803... now in its second year of service to many satisfied customers.

Ask your supplier today about our 8 lb. net #796, specially designed for diaper laundries.

## Iselin-Jefferson Company, Inc.



"BIL AND BEPOT"

*Selling Agents*

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ATLANTA BALTIMORE BOSTON CHICAGO CLEVELAND DALLAS DETROIT LOS ANGELES  
MICHIGAN PHILADELPHIA ST. LOUIS SAN FRANCISCO TORONTO

company's present activities as a major producer of chemicals for industrial, farm and home use.

Also announced was the reelection of four directors: Francis Boyer, president, Smith, Kline & French Laboratories; William P. Drake, president, Pennsalt Chemicals Corporation; Charles B. Grace, president and treasurer, Heintz Manufacturing Company, and Fred C. Shanaman, vice-president, Pennsalt Chemicals Corporation.

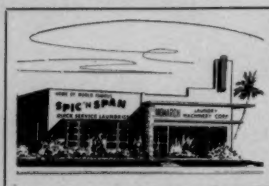
Inc., Philadelphia, Pa. Mr. Eldridge joined Jomac in 1948. Previously he had served as a product manager for National Gypsum Company, vice-president and sales manager for F. W. Bear Inc., and sales representative for Procter & Gamble.

### Clinton Moves Atlanta Office

The division sales office of Clinton Corn Processing Company, formerly located at 161 Spring St. Bldg., Atlanta, Ga., has been moved to 504 Bona Allen Bldg. Announcement of the move was made by H. A. Bendixen, vice-president and general sales manager. R. C. Rau is in charge of the Atlanta sales office.

Headquarters of the firm is in Clinton, Iowa.

### New Monarch Headquarters

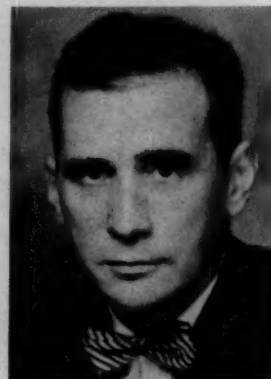


The Monarch Laundry Machinery Corp. has established new offices at 2916 S. Federal Highway, Fort Lauderdale, Fla., it was announced by J. A. King, president. The chain of Spic 'n Span laundries franchised by the firm extends into the Latin American countries and South America. Monarch recently set up laundries in two cities in Alaska.

The corporation is currently planning another expansion program to place Spic 'n Span laundries in other sections of the United States. Upon moving into the new offices, the management plans to increase its national sales force to 100 salesmen.

The firm held an open house to celebrate the establishment of its new offices.

### New Forse Distributor



KENNETH CHUMLEY

Forse Corporation, Anderson, Ind., has announced the formation of Forse-Chumley New England Sales Company. This firm is an integrated Forse sales and service facility for the Upper Atlantic states. Forse-Chumley New England will maintain offices, showroom and a complete stock of Forse equipment and parts at 13 Willow St., Natick, Mass. The company is headed by Kenneth Chumley.

### Jomac Names Sales Director



HOWARD E. ELDRIDGE

Howard E. Eldridge has been elected vice-president in charge of sales and a director of Jomac

### Revised Shipping Policy

To make Natco water heaters as compact and easy to install as possible, National Combustion Co. will ship parts semi-assembled, when so ordered. The company says this step will reduce installation costs which cannot be included in equipment financing. Where the unit is to be shipped semi-assembled, there is a small additional charge.

By prepiping, the mixing



valve installation is simplified so that it is only necessary to attach two unions to the heat exchanger, bring in the cold-water line and take off the hot-water line to the washing equipment.

The firm's new sales and engineering manual contains complete charts showing the gallons of hot water required for each size open-end washer, and what size Natco is recommended to take care of any group of these washers. For a copy write to National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.

#### Risdon Appoints Representative



STANLEY SIMON

The Risdon Manufacturing Company, Naugatuck, Conn., has assigned Stanley Simon as sales representative for the dry-cleaners' and laundry supplies in the states of New York, New Jersey and Pennsylvania. As the former owner of Tru-Color Dye Works, Mr. Simon is widely known in the industry. He will make his experience available to jobbers and distributors for field and technical work in the areas he will cover.

He will make his headquarters in Great Neck, N. Y.

#### Manitowoc Assigns Distributors

Pellerin Laundry Machinery Sales Co. and Masterwork Equipment Company have been appointed by Manitowoc Engineering Corp. of Manitowoc, Wis., to handle its full line of drycleaning and finishing equipment. Pellerin will cover Mississippi, Arkansas, southern Alabama and western Florida. Masterwork will be responsible for Minnesota, Wisconsin and North and South Dakota.

Pellerin, with offices in New Orleans, La., has been a leading Southern jobber for 31 years. The company is under the pro-

prietorship of W. A. Pellerin, who is also chairman of the board of Pellerin Milnor Corporation. W. W. Easley is general supervisor.

Masterwork, located in Minneapolis, Minn., is headed by Hugh A. Dugan. Other officers include Arthur W. Bolton, vice-president, and R. B. Barnes, secretary.

#### Hercules Consolidates Huron

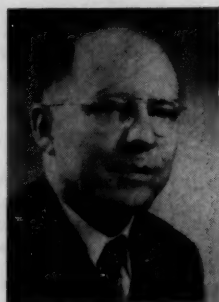
The consolidation of the former sales headquarters and branch offices of The Huron Milling Company, now a division of Hercules Powder Company, Wilmington, Del., into established offices of Hercules was announced recently.

William R. Monro, who headed the sales of Huron's instant starch and other laundry products, has been chosen manager, laundry starch and paste sales, Huron Milling Division. Mr. Monro will make his headquarters in the home office in Wilmington.

Under the new arrangement personnel from Huron's Royal Oak, Mich., sales offices are: McCormick Bldg., 332 S. Michigan Ave., Chicago 4, Ill.; 380 Madison Ave., New York 17, N. Y., and 120 Montgomery St., San Francisco 4, Calif.

Mr. Monro said that Hercules would intensify sales efforts in the laundry field for all of the products produced by the Huron Milling Division. Included are "H.I.S.," a new instant starch specifically developed to be used dry in the wheel for sizing shirts.

#### Morton Gets Diamond Post



CARLYLE G. MORTON

Carlyle G. Morton has been placed in charge of technical services to the laundry industry for the Silicate, Detergent, Calcium Division of Diamond Alkali Company, Cleveland, Ohio. According to J. C. Noyes, Jr., manager of technical service for the division, Mr. Morton has been associated with the laundry and textile industries since

**NEW! this big,  
fact-packed  
data book...**



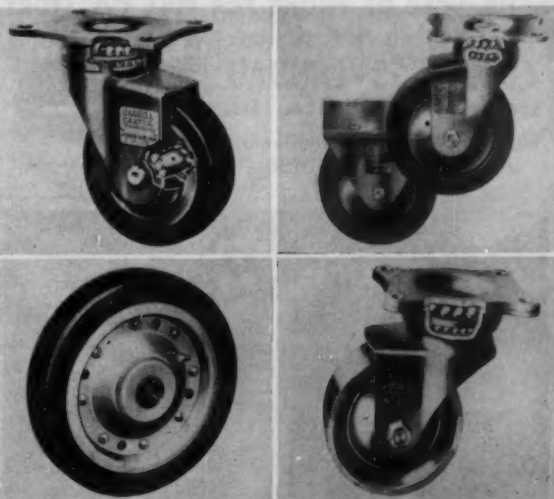
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AND PURCHASING AGENT

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Information**

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• EASY TO USE • QUICK SEAL •

**12A/5** THERMO-SEAL TAG  
ACTUAL SIZE  
LARGEST SEAL-TAG  
BUNDLE NUMBER

Precision placement of tags. Tags seal flat even over seams. Easy regulation for proper sealing pressure and timing. Streamline your identification with Thermo-Seal efficiency . . . wire or write for full information.

**TEXTILE MARKING MACHINE CO., INC.**  
2204 ERIE BOULEVARD, EAST  
SYRACUSE 1 NEW YORK



1935. Following his graduation from Knox College he joined the textile and washroom research department of the American Institute of Laundering as a chemist, and was named department manager in 1944. Three years later Mr. Morton joined Swift & Company in Chicago, and since then has been in charge of its Textile and Laundry Service Division.

## Speed Queen Names Manager



WILLIAM A. STEWART

## NCR Elects Two

Named to fill two new positions in The National Cash Register Company, Dayton, Ohio, were T. E. McCarthy and J. R. Herron. Mr. McCarthy has become manager of cash register sales and Mr. Herron manager of used product sales. John M. Wilson, vice-president in charge of sales, made the announcement.

Mr. McCarthy joined the company in 1941 as a cash register salesman in Akron, Ohio. In 1952 he was appointed NCR branch manager in Wheeling, W. Va., and a year later went to Dayton, Ohio, to serve as a cash register instructor. In 1955 he became branch manager at New Orleans, La.

Mr. Herron first started with NCR in 1927 as a serviceman, serving in Albany, N. Y.; Pittsburgh, Pa., and Columbus, Ohio. He was later transferred to the Overseas Division of NCR and in 1952 he was named head of register rebuilding.

William A. Stewart, former Chicago district manager, has been promoted to field product manager of the Speed Queen Division of McGraw-Edison Company, Commercial Department, Ripon, Wis.

Mr. Stewart will work directly with Speed Queen district managers and distributors throughout the nation contacting commercial laundry equipment jobbers. He has had more than 22 years of selling experience in the field. He has been associated with Speed Queen for the past 12 years as district manager in various territories.

Mr. Stewart will make his headquarters at Speed Queen in Ripon, Wis.

## NEW PRODUCTS AND LITERATURE

Continued from page 10

claims this important feature, by reducing the burden on the motor and electric supply line, increases motor life and is especially desirable on single-phase motors, since it extends motor brush life.

A high production rate is also claimed for this high-speed extractor (over 1,600 r.p.m.) because high speed permits shorter extraction cycles, gyrobalancing speeds up the loading, and there is no limitation on starts per hour.

The machine occupies a space 37 inches wide and 52 inches deep and needs no special mounting. Thirty-eight inches high, it is provided with two drain openings so that it can be drained from either side.

Optional equipment on the machine is a tray top that drains into the extractor so that no plumbing is necessary. Made of Bocklite (Fiberglas) this top is light, durable and resistant to chemical action.

Complete literature on this model, with and without tray tops, is available from Bock Laundry Machinery Company, Toledo Factories Bldg., Toledo 2, Ohio.

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

## All-Purpose Dirt Lifter

Lydet, a new nonionic liquid detergent, has been developed by the Beach Soap Company. Said to have many uses, it lifts and scrubs out deeply embedded soil. Lydet can be used

alone to remove perspiration stains, collar and cuff lines and residual oil stains, or in the washing formula without lengthening the washing time. The detergent is stable in hard water. It is available in 55-gallon and 30-gallon closed-head drums and in 5-gallon pails. Write for literature to Beach Soap Company, Lawrence, Mass.

#### Showcase for Shirts



Illustrated here is a newly designed shirt package, consisting of a clear, polyethylene bag with a white shell in a 12-inch fold. Called the "Showcase for Shirts," this shell-plus-bag combination provides a clean, protective package that is moisture and dustproof. Three sizes of shells and four sizes of bags are available; from one to seven shirts may be packaged in the Showcase.

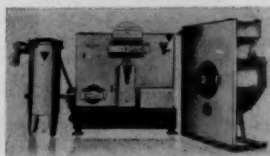
The Showcase is designed to reduce the cost of labor and packaging materials. To open the bags and provide a quick method for inserting the shirts and shells into them, McCleary Bros. Inc. has developed the McCleary Bagging Machine, which opens either paper or plastic bags.

Shirts can be packed with or without shirt boards and collar supports. After the shirts and the die-cut shell are inserted in the bag, the plastic bag is easily sealed with paper tape. Since this tape does not tear the bag when removed, the bags can be reused for many purposes.

Tinted bags are also available. On special order laundries can obtain shells in colors, with stripes or other size folds.

Polyethylene bags and shells are manufactured by Central States Paper and Bag Co., 5221 Natural Bridge, St. Louis 15, Mo. National sales representative for the Showcase for Shirts and the McCleary Bagging Machine is McCleary Bros., Inc., 147 Auction Ave., Memphis, Tenn.

#### Krestvic Automatic Model



Vic Manufacturing Company has introduced an automatic version of its Krestvic cleaning machine, brought out last fall. This machine is described as a "complete cleaning plant" suitable for small plant operators. The new automatic version is intended to save the operator time and give him an opportunity to give his attention to other activities.

Both models—manual and automatic—offer washer, extractor, storage tank, filter, recovery unit, still, spring mounting and complete electrical wiring.

For details write to Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.

#### Dynel Cloth Launderers Well



A Dynel fender cover reported to last up to 10 times the life of other type of cloths has been developed. In a comparison of the 100 percent Dynel cloth with a conventional type of fabric, both cloths were exposed to battery acids and laundered six times. The Dynel cloth at the left, made from Union Carbide's acid-resistant acrylic fiber, was still usable. The other showed holes caused by acids and also tears. The Dynel covers are of single-weave, napped construction.

Distributors of Dynel fender covers include Freeland Manufacturing Company, Industrial Wiping Cloth Company, Alexander Lampert & Bro., Kex National Service and Caddilac Overall Supply Company.

#### Simco Shows Static Bar

The Simco Company has announced an addition to its line

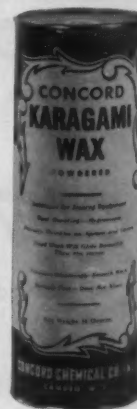


*That means an ironer down, workers idle; money lost. Let's face it . . . you let it happen.*

**the sheets are BUNCHING!**

Sure it's hard to prevent build-ups. Everytime a piece of flatwork is finished, some deposit of soap, starch, or alkali is going to be left on your rolls and chest. And it's the build-up of these deposits that cause bunching, sticking, and worse . . . staining.

There is a solution, however. The trick is learning (1) how to minimize build-ups, (2) how to remove them quickly once they do occur, (3) how to keep your ironer properly waxed. The "know how" is yours free in "Wax-Facts" . . . a digest of tips on ironing care . . . covering cuffs, sleeves, and presses, as well as flatwork ironers. Just fill out the coupon for your copy.



## KARAGAMI WAX

*Try Karagami at our expense. You'll get greater flatwork production, fewer headaches, and smooth, wrinkle-free work in the bargain. Mail the coupon today.*

The handy sifter can that helps make Powdered Karagami a laundry favorite. Easy to use, easy to store, easy to buy. In bulk 25 lb., 50 lb., 100 lb., and 250 lb., fibre drums. Also in cakes.

### CONCORD CHEMICAL COMPANY, INC.

205 South Second Street, Camden 1, New Jersey  
Phone: WOODLAWN 6-1526

Please send me a copy of "Wax Facts" ☐

Send Powdered Karagami sample, too ☐

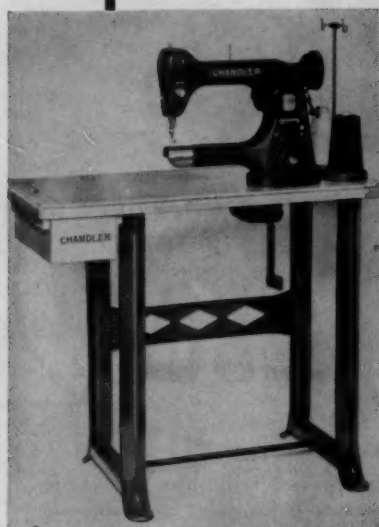
NAME \_\_\_\_\_

LAUNDRY \_\_\_\_\_

ADDRESS \_\_\_\_\_



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mending unit  
for repairing

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Towels • Coats  
Aprons • Linens  
and  
Laundry Nets

Electrically operated  
Easy to use—reasonably priced  
Write for Details

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P. O. Box 426

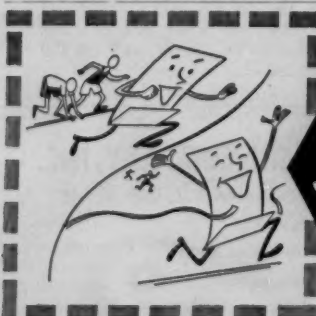
Ayer, Mass.

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The world's finest  
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**PINNACLE PRODUCTS CORP.**

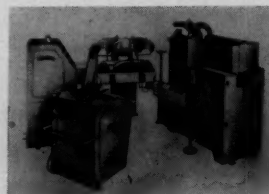
188 Tarrytown Rd.  
Elmsford, N. Y.

of static-eliminating equipment. The new device, called the Super Service Static Bar, is square in cross-section and totally encased. In addition to having a maximum neutralizing efficiency, it has been designed to require no maintenance other than an occasional brushing or blowing off of the points.

The Super Service is made in two cross-sectional sizes:  $\frac{5}{8}$  inch square in short and medium lengths up to 60 inches,  $1\frac{1}{4}$  inches square in spans up to 12 feet. A complete static-eliminating system consists of one or more of the static bars connected to a power unit operating from AC service.

Additional information is available upon request to The Simco Company, 920 Walnut St., Lansdale, Pa.

### Unipress Improves Glide-O-Matic



The Unipress Company has added two new features to its Glide-O-Matic 2-girl, 3-press shirt finishing unit, it was announced by Ira C. Maxwell, president.

The first is the incorporation of a full yoke press on the traveling buck of the Model BAS one-lay bosom, body and yoke press. This press automatically presses the yoke while the operator is making the lay on the bosom and body form. The head is large enough to completely press the yoke regardless of size. After the yoke is pressed the buck automatically glides into the cabinet where the front and back of the shirt are pressed quickly. Both tail and collar clamp release automatically when the buck returns to the operator. Model BAS is equipped with automatic timers and automatic counter.

The second innovation is the new Unipress Model MSA one-lay, double sleeve with an automatic sleeve-measuring device. After positioning both sleeves on the forms, the operator moves the measuring handle in line with the shoulder seam. This sets the limits of the pressing area for each sleeve and assures good pressing from cuff to shoulder seam regardless of sleeve length.

Additional information may be obtained from The Unipress Company 2800 Lyndale Ave. S., Minneapolis 8, Minn.

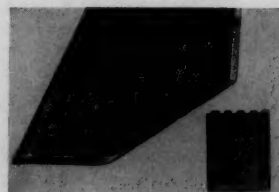
### Purkett Improves Tumbler



The squirrel-type blower in the Purkett pre-drying conditioning tumbler has been enlarged to a 6-inch size. Other improvements include the enlargement of the duct and the use of a  $1\frac{1}{2}$  hp. motor. These additions are designed to give more drying air in the 72-inch, 12-ring tumbler. This will permit the operator to either set up a shorter tumbling time and get the same amount of drying or obtain more drying in the same amount of tumbling time as he is now using. The flatwork and garment conditioning operation should also be improved, according to Purkett.

Details are available from Purkett Manufacturing Company, 325 E. Third St., Joplin, Mo.

### Rubber Strip Cuts Fatigue

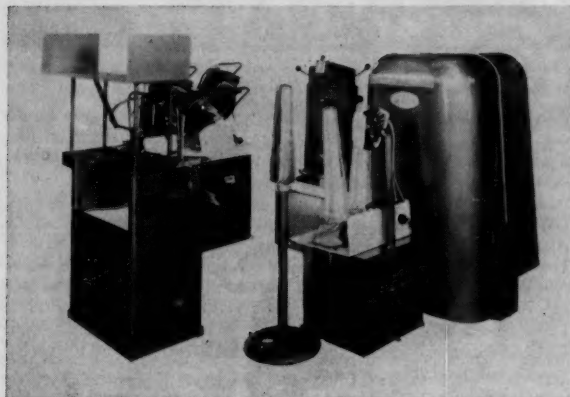


The new Air-Strip, rubber runners that interlock to any length, is designed to reduce worker fatigue.

Features include: air cells that insulate against cold and dampness, firm cushioning to cut fatigue, construction that eliminates noise in heavy traffic areas. The rubber runners are made in marbelized colors and in utility black. New oil- and greaseproof rubber is available. The interlocking feature allows the runner to be moved and relaid quickly and easily.

This product is manufactured by R. L. Mitchell Rubber Products, Inc., 2128 San Fernando Rd., Los Angeles, Calif.

## Forse Shows Body Master



Forse Corporation's new two-girl Body-Master unit, built around the fully automatic 100-VBM cabinet press, features the Hi-V triplehead. According to the maker the Hi-V finishes 150 collars, cuffs and yokes per hour without a separate yoke press.

A special back spray in the 100-VBM cabinet has been incorporated to provide moisture control for finishing shirt bosoms and backs. Forse claims that the unit, operated by two quickly trained girls, will out-

produce three girls on conventional equipment.

The Forse Body-Master also includes the completely automatic Master Folder that permits the operator to cellophane-wrap each shirt as it is folded, and the Master Sleever. The sleeve is designed to finish both sleeves and plackets in one operation, and requires only a few hours training time.

Address further inquiries to Forse Corporation, P. O. Box 639, Anderson, Ind.

## Packaging Device Saves Time

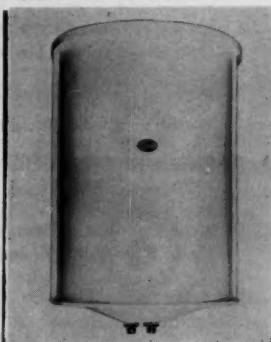


New Carry-Pack gummed taped handles are said to reduce the number of steps necessary to prepare a drycleaning bundle. As packages are sealed an order ticket can be attached. Handles are applied from a wasteproof dispenser, which releases one tape at a time. Bundles equipped with Carry-Pack handles are easier for the counter clerk to pick from a shelf and for the route driver to carry.

Carry-Pack handles and matching tape come in a variety of colors and can be custom-imprinted at little cost. The dispenser for the handle is loaned free of charge.

For additional information, free samples or a free demonstration write to Carry-Pack Co., Ltd., Schiller Park, Ill.

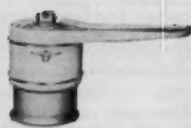
## Plastic Storage Tank



A new lightweight, 55-gallon, rigid plastic chemical storage and replenishing tank has been made available by Pako Corporation. According to William C. Getsch, sales manager, the white plastic storage tank is smoothly finished, inside and

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.



BOCK-O-MATIC 85 TRAY-EX



BOCK-O-MATIC 85 TRAY-EX

**TRAY TOPS**  
IN MANY COMBINATIONS  
Can Be Fitted to Any Open-End Washer. No Heavy Lifting—No Carls—No Mess. Tray Top Drains Into the Extractor.

**FULLY AUTOMATIC**  
Cover Opens Automatically at End of Cycle. Mechanical Timer Starts, Stops and Opens Extractor.

**BOCK GYRO-BALANCING**  
Perfect by Bock—Originators of Self-Balancing Extractors. Smaller Center Post—No Drive Pins.

**BOCK-O-MATIC DRIVE**  
Highly Successful Bock Fluid Drive Coupling Combined With Patented Self-Adjusting, Automatic Brakes. Reduces Burden on Motor, Increases Motor Life. No Restrictions on Starts Per Hour!

**HIGH SPEED**  
Over 1600 RPM. The Fastest 30" Extractor on the Market. Extracts 85 Lbs. Every 6 Minutes.

**CONVENIENT**  
Ample Toe Space. Big 23" Basket Opening for Easy Loading of Shag Rugs, Wetted Shirts.

Out-produces extractors of much greater capacity.

CAN BE INSTALLED ON MOST FLOORS. NET WEIGHT 935 LBS. SHIPPING WEIGHT 1175 LBS.



BOCK-O-MATIC 85 EXTRACTOR  
85 LB. (DRY WEIGHT) CAPACITY  
BOCKLITE (FIBERGLASS) CURB  
DEEP 30" DIAMETER BASKET

SEE YOUR DEALER FOR DETAILS

## BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

## CHALLENGE Tumbler

**PRE-CONDITIONS**  
2400 lbs. Per Hour

**FULLY-DRIES**  
800 lbs. Per Hour

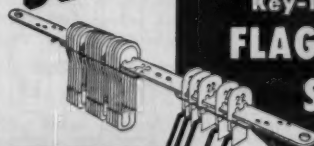
**AUTOMATIC OPERATION**

**CHALLENGE MANUFACTURING CO.**

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CODE LOCK MAKES  
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FLEXIBLE—FITS YOUR PRESENT SYSTEM  
WRITE TODAY FOR FREE FOLDER

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6505 HOUGH AVE., CLEVELAND 3, OHIO

out, for ease of maintenance. It features a hopper-type bottom for thorough draining and is furnished with a recessed-handle cover and two plastic 1-inch adapters.

The tank weighs 35 pounds and is designed to fit the present Pako low base which stands 17½ inches or the high base, 64 inches. It is said to be completely corrosion-resistant. The tank is also available in plastic 30-gallon size, or stainless-steel 50- and 100-gallon capacities, to suit users' needs.

For details write to Pako Corporation, 1010 Lyndale Ave. N., Minneapolis, Minn.

## New Washex for Laundries

The Washex Machinery Corporation has announced a new combination washer-extractor for laundries, now available in capacities of either 250 or 360 pounds dry weight.

The new laundry Washex units are fully automatic and have stainless-steel, pullman-type cylinders. According to Steven Landon, Washex general manager, water retention after extraction is as low as 45 percent of dry weight.

Complete details on the new units can be had by writing to Washex Machinery Corp., 192 Banker St., Brooklyn, N. Y.

## Obituaries

**Albert Colman Frable**, 80, former owner of Washington Laundry and Dry Cleaners, Kansas City, Missouri, died recently. Mr. Frable operated the laundry until his retirement in 1942. He was a Mason. Surviving are his wife and two daughters.

**David L. Ginsburg**, past president of National Sanitary Supply Association, Denver, Colorado, died April 28 of a heart attack. He was vice-president of Scientific Supply Co. and Kwal Paint Co., both of Denver. Active in civic affairs, Mr. Ginsburg was a member of the Denver Chamber of Commerce, Denver Press Club, Paint Club, Chemical Club, B'nai B'rith and Leyden-Chiles-Wickersham Post No. 1 of the American Legion. Surviving are his wife and three brothers.

**Shirley Marr Lewis**, 71, retired president of Lewis Laundry & Cleaners, Louisville, Kentucky, died recently at his home in Sarasota, Florida. Mr. Lewis sold his interest in the laundry eighteen months ago, and moved to Florida. He was a former president of Louisville Laundry Association and Louisville Optimist Club. Surviving are his wife and two daughters.

**Edgar Patenaude**, 49, vice-president and managing director of New Ideal Laundry Inc., Montreal, Quebec, Canada, died April 28. Mr. Patenaude had been in the laundry industry for over twenty-six years. He is survived by his wife, a son and a daughter.

**Emily Margaret Williams**, 68, secretary-treasurer of Oklahoma Operating Co., Oklahoma City, Oklahoma, died recently. Her husband, R. F. J. Williams, Sr., who died in 1940, established the concern. Mrs. Williams had been active in the management of the company since World War II. Surviving is her son, R. F. J. Williams, Jr.

## Convention Calendar

### Southeastern Linen Supply Association

Roosevelt Hotel, New Orleans, Louisiana, June 20-22, 1957

### West Virginia Laundry & Dry Cleaners Association

Daniel Boone Hotel, Charleston, West Virginia, June 21-22, 1957

### Massachusetts Laundryowners' Association and New England Linen Supply Association

Combined Fall Meeting, Equinox House, Manchester, Vermont, September 19-22, 1957

### New York State Launderers & Cleaners Association

Fall Conference, Whiteface Inn, Whiteface, New York, October 4-6, 1957

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## Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

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ABC's of washroom operation
4. Storage for the Drycleaner ..... .50
5. Guide to Plant Layout ..... 1.00  
making the drycleaning plant more efficient
6. How To Train Finishing and Folding Operators in the Laundry ..... 1.00
7. Manual for Training Wool Finishers .... 1.00  
the complete job on all types of garments
8. Guide to Construction and Remodeling of Drycleaning Plants ..... 1.00
9. How To Build a Greater Demand for Your Professional Laundry Services .... 1.00
10. Advertising That Builds and Holds Laundry Business ..... 1.00
11. Fur Book ..... 5.00  
complete textbook on cleaning, repairing and remodeling furs.
12. Legal Decisions for the Drycleaner ..... 2.00
13. The Charged-System Roundup ..... 1.00



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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

## LAUNDRIES and CLEANING PLANTS FOR SALE

**THE OROVILLE LAUNDRY AND DRYCLEANERS. WELL ESTABLISHED IN FAST-GROWING NORTHERN CALIFORNIA COMMUNITY, LOCATED AT THE GATEWAY OF THE BEAUTIFUL FEATHER RIVER COUNTY AND SITE OF PROPOSED OROVILLE DAM. GOOD LAUNDRY AND CLEANING EQUIPMENT. NEW 1956 DELIVERY TRUCKS. GOOD STEADY VOLUME. FOR SALE WITH OR WITHOUT REAL ESTATE. P. O. Box #1410, OROVILLE, CALIF.** 1202-2

Modern laundry and drycleaning plant. Excellent location fast-growing San Francisco peninsula, grossed \$300,000 in 1956. Owner retiring. **ADDRESS, Box 1465, STARCHROOM LAUNDRY JOURNAL.** -2

Central Florida—Complete laundry, drycleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. **ADDRESS, Box 1149, STARCHROOM LAUNDRY JOURNAL.** -2

Complete small laundry in center of fast-growing Virginia town for sale. Wish to retire. Room for expansion and drycleaning. **ADDRESS, Box 1201, STARCHROOM LAUNDRY JOURNAL.** -2

**NORTHERN NEW JERSEY—Complete laundry. Gross over \$55,000. Excellent location, room for expansion to keep up with fast-growing section. ADDRESS, Box 1510, STARCHROOM LAUNDRY JOURNAL.** -2

**MODERN LAUNDRY AND DRYCLEANING plant and business in Southern California. Gross over \$300,000. Fast-growing community. Unusual opportunity. Will sell all, or lease buildings. Require one-third down and will finance the balance. Wish to retire. Write for full details. ADDRESS, Box 1506, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and cleaning plant, over 50 years successful operation same owner, located in western Kentucky, growing town 15,000, in area where two billions have been spent on 12 new plants—atomic, steam, electric and 5 chemical plants. Sites secured for additional plants. Unusual opportunity for younger man. Lease building. Health and age reason for selling. **ADDRESS, Box 1283, STARCHROOM LAUNDRY JOURNAL.** -2

Fort Lauderdale, Florida, the fastest growing city on the East Coast of Florida, now offers one of its best laundry and drycleaning plants for sale. Grossing over \$125,000 now. Fully equipped for all work. C.F.A. records more than quality price and net earnings. \$77,500 total price with terms to qualified buyer. Long lease. Worth your trip here for complete investigation. Wire: Cooke Realty, 2939 North Federal, Fort Lauderdale, Florida. 1541-2

Laundry—Modern, fully equipped commercial laundry. Ideally located in excellent growing industrial and resort area. Gross over \$30,000, one-third down, \$8,500. Balance on easy terms, 5% money. **ADDRESS, Box 1530, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry manager: to take over completely. Small laundry doing about \$2,000 weekly, in family laundry and linen supply. Must have good knowledge of production, maintenance and personnel relations. Compensation will be based on ability and percentage of profits. **ADDRESS, Box 1543, STARCHROOM LAUNDRY JOURNAL.** -2

For Sale—Drive-In package One-Hour laundry and cleaning plant doing \$1,500,000 per week. Located in industrial city of Virginia. Very profitable operation cost \$75,000.00 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed.

For Sale—One-Hour package cleaning plant doing \$800,000 per week, main street location with parking area. Completely remodeled in 1956 at cost of \$18,000.00. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia.

For Sale—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed.

These three plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Va.—Phone 2-2156. 1548-2

Laundry, South Central Pennsylvania, centrally located in growing community 100,000 population. Drycleaning agency—3 established routes—over \$80,000 gross. Financing available. Reason for selling, other interests. Write to Box 1551, **STARCHROOM LAUNDRY JOURNAL.** -2

## SITUATIONS WANTED

**PLANT MANAGER AND/OR GENERAL MANAGER.** Excellent background in AAA-1 plants. Executive caliber. Emphasis on producing quality at low cost wage incentive. Work simplification—systems—methods. Desire position in New York City area. Address, Box 1527, **STARCHROOM LAUNDRY JOURNAL.** -5

Top-flight laundry production man available. Thoroughly experienced all phases. The past ten years with Prosperity Company as demonstrator of all types of equipment. Please contact: Joseph C. Applegate, 120 North McLean, Memphis, Tenn. 1545-5

**LAUNDRY-DRYCLEANING MANAGER,** capable through education, age and experience. Good reference. Would consider working partner or lease. **ADDRESS, Box 1540, STARCHROOM LAUNDRY JOURNAL.** 1540-5

**MINT,** the only licensed and bonded employment agency specializing in the placement of personnel in the **LAUNDRY and DRYCLEANING** industry exclusively, is now expanding its services nationally. At the head of this organization is Mr. A. Mintz, BS, MBA, who has been general manager, plant manager and chief industrial engineer with some of the largest plants in the East. **THERE IS NO CHARGE TO EMPLOYERS FOR OUR SERVICES.** If you need Managers, Superintendents, Routemen, Engineers or FOREMEN, list your requirements with **MINT PERSONNEL SPECIALISTS**, 111 West 42 St., New York 36, N. Y., LOnacre 3-0820. 1555-5

## HELP WANTED

**MANAGER FOR INDUSTRIAL LAUNDRY—**We have obtained five top-flight managers as a result of previous advertisements. We still need more men who have had managerial and operational experience in either the industrial laundry or linen supply industry. If you are aggressive and want to get ahead, communicate with **NATIONAL INDUSTRIAL LAUNDRIES**, 1100 Sherman Avenue, Elizabeth, N. J. 1406-7

**MANAGER—**Drive-in drycleaning and shirt laundry plant under construction. Must be take-charge man—willing to work. State experience, education, present employment, age and present salary. No interview without **COMPLETE** information. All replies confidential. **ADDRESS, Box 1498, STARCHROOM LAUNDRY JOURNAL.** -7

Superintendent for one of Michigan's best established laundries employing 40. Beautiful lakes, good schools, fine community 125,000. Lifetime opportunity, secure future. Within driving distance Chicago and Detroit. Our organization knows of this ad. Send full details about yourself. Include snapshot. **ADDRESS, Box 1546, STARCHROOM LAUNDRY JOURNAL.** -7

**EXPERIENCED SUPERINTENDENT.** Assume complete charge production, maintenance. Large linen supply plant. Midwest. Salary open. Only most qualified apply. **ADDRESS, Box 1553, STARCHROOM LAUNDRY JOURNAL.** -7

**General Laundry Superintendent.** Capable of assuming full responsibility in production and personnel of Alabama's largest laundry—200 productive employees. Mostly colored. Annual volume close to million dollars. Prefer A.I.L. graduate. Write American-Fearless Laundry, 430 South 19th Street, Birmingham, Alabama, giving complete information as to experience and qualifications. 1547-7

## SALESMEN-DISTRIBUTORS WANTED

Experienced, aggressive man to sell laundry and drycleaning machinery and equipment in eastern part of the state of Tennessee, for distributor with sterling reputation throughout area. Answer in own handwriting, giving age, marital status, all experience, and references both business and personal. **ADDRESS, Box 1512, STARCHROOM LAUNDRY JOURNAL.** -14

## BUSINESS SERVICE

**DOUBLE YOUR INCOME** from your newspaper advertising by using our low-cost "CLEANER TOONS" and verses. For **FREE** proofs write: **LILLY CARTOONS**, Box 167, Long Beach, California. 1392-10

## MERCHANDISE FOR SALE

**ADJUSTA-FORMS** rebuilt completely in every detail including new bag. Model P-1 Adjusta-Forms lowest price in America. Only \$169 guaranteed. Saxe-Freeman Co., Omaha, Nebraska. 1493-45

## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

## REPAIRS — PARTS — SERVICE

**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

## CARDING WIRE

**CARDING WIRE:** For curtain and blanket stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

## POWER PLANT EQUIPMENT FOR SALE

**BOILERS—HIGH PRESSURE:** We carry a large selection of ASME National Board high pressure boilers—gas, oil, coal fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition, sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY**, 31 E. Congress, Chicago, Illinois. 1245-36

## MACHINERY WANTED

**WANTED, MONEL METAL WASHERS**, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS**, Box 874, **STARCHROOM LAUNDRY JOURNAL**. -3

54", 50" and 48" Notrux extractors, 8- and 6-roll American or Troy ironers. Highest prices paid! **ADDRESS**, Box 1414, **STARCHROOM LAUNDRY JOURNAL**. -3

**WANTED**—1 Monel metal washwheel for small laundry. 42 x 72", 42 x 54", or 36 x 54". **ADDRESS**, Box 1554, **STARCHROOM LAUNDRY JOURNAL**. -3

**WANTED—SAGER "A" SHEET SPREADER.** Montecito manufacturing Company, 708 East Montecito St., Santa Barbara, Calif. 1513-3

## MACHINERY FOR SALE

**PIL-O-BAR**—Plant plans fell through, you can buy new **PIL-O-BAR** at factory cost in original crating. **ADDRESS**, Box 1544, **STARCHROOM LAUNDRY JOURNAL**. -4

**PROSPERITY CABINET SLEEVE MODEL 2121 AND PROSPERITY SEMI-AUTOMATIC FOLDING TABLE MODEL FMS. REBUILT, MECHANICALLY EQUAL TO NEW.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1542-4

72C Purchetti Tumbler, \$1,500. 50 lb. American extractor \$500. 25 lb. Hoffmann extractor \$300. 600 Key tag bars of nine pines \$1.50 each. 600 Trays Remo marking pins 50¢ tray. F. L. Schadt, 111 Helen Street, Syracuse, N. Y. 1552-4

Equipment for sale: 1 American Monel Cascade washer 42 x 64 with removable partitions, five years old, type W control \$3700.—1 American Monel Norwood 30 x 48 single pocket, \$850.—1 Troy Monel washer, 42 x 72, 2 pocket, \$1500.—2 Troy Monel washers 36 x 36, single pocket, \$700 each.—1 American 16-100, 41-210 return type ironer, \$1200.—2 American 30" extractors, square base, \$250 each.—1 Monex 17" extractor, \$225.—1 American Schramm curtain stretcher, \$200.—1 American Swing Bosom Shirt Unit, complete \$350.—8 American 51 and 38 Eagle body presses, \$75. each.—1 American handkerchief ironer and automatic stacker, new condition, \$400.—1 Prosperity collar press \$75.—1 Prosperity cuff press \$75.—1 Prosperity yoke press \$75. All above machinery working now and in good condition. Supreme Laundry, 535 East 75th Street, New York 21, N. Y. Phone: LE 5-9930. 1549-4

## MACHINERY FOR SALE (Cont'd)

Surplus equipment priced for quick sale. 42 x 54 2-pocket Monel washer—75 lb. Stainless Steel open-end washer—Pick instantaneous heater—250 sets Key-Tags—Singer and Chandler button machines—Canvas baskets—scales—motors—extractor motor and timer—Huebsch hankie ironer—Water Way wool washer—International time clock—electric graphotype. Apply to S. Biel, 25 West 23rd Street, Bayonne, N. J. Phone: Federal 9-6161. 1550-4

**FOR SALE**—Brand-new 36 x 36" Troy and American all-wood, one-pocket, direct-motor-driven washer. Price F.O.B. Chicago \$687. Chicago Used & New Laundry Equipment Co., 3128 W. Lake Street, Chicago 12, Illinois. 1306-4

**FOR SALE:** 1—American 120" flatwork ironer, 2-roll chest-type ribbon return feed varidrive motor and tachometer. 1—American 8-roll chest-type 100" with automatic folder. 1—American Norwood 42 x 54" stainless-steel, 2-pocket, motor-driven washer. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 West Lake Street, Chicago 12, Ill. NEVada 8-7764. 1542-4

**HOT-WATER HEATER**, used, excellent condition. **SELLERS 15-SP**, indirect gas-fired, 420 gal. capacity, 3' x 8' horizontal, 720,000 BTU input, blast type. Will raise 1,080 gal. per hour 60 degrees; 760 gal. per hour 85 degrees. Cost \$1,980. Janitt Car Washing Corporation, 34 Winton Road, North, Rochester 10, New York. 1495-4

16x100" **AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

**AIR-DRIVEN PRESSES:** Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-8849. 891-4

**AMERICAN and TROY 5-ROLL 100" IRONERS**, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

**TWINRAPID ROTARY PRESS UNIT**, consisting of: 51" **TAPERED AS WELL AS MUSHROOM PRESSES.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. **Special price \$225 each.** **ADDRESS**, Box 792, **STARCHROOM LAUNDRY JOURNAL**. -4

Metal Washers: 42 x 72—2-pocket, 2-door, American. 42 x 42—1-pocket, 1-door, American. 42 x 72—4-pocket, 4-door, Henrici. All rebuilt in A-1 Condition. Talley Laundry Machinery Co., Greensboro, N. C. 1437-4

2-roll, 100" American ironer. Rebuilt, A-1 condition. Talley Laundry Machinery Co., Greensboro, N. C. 1438-4

Wood cylinders and shells, any size, also all sizes new and rebuilt wood washers. Talley Laundry Machinery Co., Greensboro, N. C. 1439-4

Complete stock of synthetic and solvent drycleaning units all sizes, all makes and models. Talley Laundry Machinery Co., Greensboro, N. C. 1440-4

**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT.** 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" **WILEY ROYAL CALENDER FLATWORK IRONERS.** Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

**8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE.** **CUMMINGS-LANDAU Laundry Machinery Co.**, Brooklyn 6, N. Y. 9318-4

48 x 126" **AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

# MACHINERY FOR SALE (Cont'd)

Purkett 72" shaker tumbler, good condition. Includes two stainless-steel loading trucks and hoist. 220 volt, 3-phase, 60 cycle. 1 complete 4-operator TILTOR shirt unit, good condition, best unit to use if you have military shirts. Redlands Laundry and Drycleaners, Inc., Redlands, California. 1507-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 34" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 1165-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 1166-4

SIX-ROLL AMERICAN 120" IRONER, rebuilt and guaranteed, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1271-4

48" AMERICAN OPEN-TOP EXTRACTOR, in excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1272-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

36 x 54 AMERICAN CASCADE WASHER, Monel metal, 2-pocket, 2-door rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1268-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

60" PANTEX-PERK DRYCLEANING UNIT, two years old, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1275-4

PROSPERITY 38" P. C. WEARING APPAREL PRESSES, a real bargain. Talley Laundry Machinery Co., Greensboro, N. C. 1276-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 1167-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54 x 120" 9-pocket stainless washer; American Cascade 42 x 84" washer; Troy 42 x 72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42 x 90" tumbler; Huebsch 36 x 30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30 x 48" petroleum unit with filter, still, etc.; brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 1164-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Wood cylinders and shells, replacements; any size, with new brass hinges and stainless-steel trim; also new wood washers, ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

## When you advertise in classified columns, GET NOTHING BUT THE BEST!

Leading laundrymen place more classified ads in

STARCHROOM LAUNDRY JOURNAL than in any other magazine in the field. Currently, the JOURNAL's classified advertising is 24 times greater than the second magazine's and 36 times greater than the third magazine's!



## MACHINERY FOR SALE (Cont'd)

42 x 84" Troy and Smith-Drum Monel washers, 2-pockets, 2-doors. Machines running in a local hospital, can be inspected. **SPECIAL PRICE \$1,995** each. Washers motor-driven, guaranteed in good running condition. Excellent buy. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 9th Street, Long Island City 1, N. Y. Stillwill 6-6666. 872-4

1 Hedd on Ruffle Ironer, 115 Volts, A.C. or D.C. foot rheostat control, hardly used. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1492-4

Five 42 x 84" **AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS** with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

**SURPLUS EQUIPMENT of FINE LAUNDRY & DRYCLEANING MACHINERY from SEVERAL PLANTS AND INSTITUTIONS. ACT FAST FOR BARGAINS!** American 8-roll 120" **FLATWORK IRONER**, American 6-roll 120" **FLATWORK IRONER**, 42 x 84" American Norwood Cascade **MONEL WASHERS**, 2 pockets, 42 x 96", 3 pockets, 42 x 96", 8 pockets, 30 x 30" American Cascade **MONEL WASHERS**, 24 x 36" American Cascade **MONEL WASHERS**, American 54" **NOTRUX EXTRACTOR**, 3 sets of **MONEL CONTAINERS**, American 48" **MONEL OPEN-TOP EXTRACTORS**, 30" copper starch **EXTRACTOR**, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a **NUMBER of OTHER ITEMS** too numerous to mention in this issue. **WRITE, WIRE OR 'PHONE:** Sole liquidator: **WILLIAMS LAUNDRY MACHINERY**, 37-37 9th St., Long Island City 1, N. Y., **STILLWELL 6-6666.** 790-4

**ASHER ironers 48 x 120, 32 x 120.** Rebuilt, big stock, terms. **Baehr Laundry Machine Company**, 29 Calumet Street, Newark 5, N. J. 2240-4

**AMERICAN FERRY 54" UNLOADING EXTRACTOR**, with 2 sets of baskets and hoist. **IN VERY GOOD OPERATING CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, New York. 1522-4

American 5-lane stacker, 5-lane feeder and spreader, small-piece Fold-master, small-piece conditioning tumbler with conveyor. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1531-4

American 6-roll Sylon 110" ironer, Hamilton spring padded rolls with vacuum and Reeves vari-speed drive. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1532-4

Hydraxor with 4 sets containers. In excellent condition. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1533-4

Unipress 53" tapered presses and mushroom presses. Ideal pants pressing unit. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1534-4

Prosperity Power Circle, Model 454 tapered and 154 duck coat presses. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, New York. 1535-4

Prosperity latest type short shirt unit. Used less than one year, including tumbler and dryset vacuum unit. Equal to new in every respect. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

Hoffman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers. Real values. **Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

**BETTER BUYS IN USED EQUIPMENT! WE HAVE GOOD USED EQUIPMENT TAKEN IN TRADE ON BRAUN UNIT WASH AND UNIT KLEEN MACHINES. WE MIGHT HAVE WHAT YOU WANT. G. A. BRAUN, INC., 461 E. BRIGHTON AVE., SYRACUSE 5, N. Y.** 1559-4

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Records the marks used  
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LAUNDRY JOURNAL**  
305 East 45th Street, New York 17, N. Y.

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# In The Wash...

## Like March Cover

To the Editor:

I found the [March] cover very humorous; however, it also strikes home as many of the men we hire as route salesmen resort to such negative sales tactics.

Perhaps it is our sales training program which is at fault or the type of men we must use as route salesmen.

I think a cover such as this should get us thinking, if nothing else.

KEN FAIG  
Walnut Hills Laundry Co.  
Cincinnati 6, Ohio

To the Editor:

My first reaction to your STARCHROOM cover for March was—typical of another jerk who is supposed to be a good laundry man.

Regardless as to what happens, or how correct you are, the customer is always right. If you win, you lose a customer.

As Marshall Field's built their business, we are trying, too.

EMMANUEL H. KLOTER  
Swiss Laundry of Rockville, Inc.  
Rockville, Conn.

## One (Laundry) World

To the Editor:

With great interest I have read your article, entitled "Some Thoughts on Research" in Starchroom Laundry Journal of April 1957. You suggest the establishing of a world committee on problems, effecting laundry research and for this reason I might draw your attention to the fact, that such a committee does exist for already six years in Western Europe.

This committee, which is called International Scientific and Technical Committee on Laundering, was set up at Copenhagen in 1951.

At that time there was a council meeting of the International Laundry Association in Copenhagen and then Dr. Madsen from Teknologisk Institut took the initiative of arranging a meeting of representatives of some laundry research institutes in Western Europe simultaneously. In that meeting it was decided to have such a meeting once a year, if possible just prior to or simultaneously with the council meeting of the I. L. A. Mr. F. Courtney Harwood, the former Director of Re-

search of the British Launderers' Research Association was appointed president of the Committee and after his resignation as Director of the B.L.R.A., I was appointed president.

Since 1951 we have had meetings at Paris, Stockholm, London, Brussels and Vienna and the Committee now consists of representatives of laundry research or textile research institutes in Norway, Sweden, Denmark, Germany, Great Britain, the Netherlands, Belgium, France, Switzerland and Austria. The Committee would be very pleased if representatives of laundry research institutes in the United States and Canada would take part in our international cooperation.

I would be very indebted to you if you could publish this letter in STARCHROOM LAUNDRY JOURNAL.

R. SMIT, Director  
Institute of Laundering T.N.O.  
Delft, the Netherlands

## At Long Last

To the Editor:

We have received, at last, the STARCHROOM LAUNDRY JOURNAL of October 1956. Please send us the literature and information about the machinery as requested in the enclosed post card. With thanks and best regards, we are yours very truly.

G. VENUTI, Padua, Italy

## Ad Pays Off

To the Editor:

As a result of the advertisement appearing in your publication, this headquarters has received many inquiries and applications from individuals interested in our laundry and drycleaning plant manager position at Keflavik, Iceland.

The large number of applicants applying for this position has made possi-

ble the selection of a well qualified individual to fill the position. Consequently continuance of the advertisement in your publication is no longer necessary.

We wish to express our appreciation for your cooperation and efforts on our behalf which has enabled us to fill the laundry position at Keflavik.

A. E. STONE  
Chief, Civilian Personnel Division  
U. S. Army and Air Force

## Credit for Designer

To the Editor:

Why is it that interior designers never get a mention in your magazine? It is very rare that an architect or an interior decorator has his work published with his name not mentioned, as this is one of the few ways by which a professional man may get publicity.

It would be very much appreciated, the next time you publish our work, if you would please identify it.

LOUIS HATKOFF  
Louis Hatkoff Associates  
New York, N. Y.

*It was an oversight, believe us. Mr. Hatkoff has designed a number of attractive and functional stores in New York City, including the one which appeared on our December cover.*

—EDITOR

## Interest in Coin Operation

To the Editor:

I have just finished reading your "Coin-Operated Laundry Roundup." I think you and your staff have done an excellent job in gathering and presenting this information. There is ample evidence that this is a growing market and that a definite trend has been established toward this type of operation.

BEN EWING  
W. M. Cissell Manufacturing Co., Inc.  
Louisville, Ky.

To the Editor:

The article on coin-operated laundry was terrific.

May I have the name of the distributor of the packaged laundry operation?

JACK & JILL LAUNDRY  
Roosevelt, New York

### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor  
Starchroom Laundry Journal  
305 East 45th Street  
New York 17, N. Y.



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THESE letterheads represent some of the leading laundries throughout the United States, now operating with greatly increased production economy through the use of ELLIS Unloading Type Pneumatically Controlled All-Metal Washers.

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The saving in man-hours through the use of ELLIS full automatic operation with Central Supply System results in economies that pay back the cost of an ELLIS installation in a short time.

ELLIS 42 x 84 Full Automatic Unloading Type Open-Pocket All-Metal Washer in dumping position.



Information on ELLIS Full Automatic Washers sent on request.

**The ELLIS DRIER Co.**  
2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

We carry a complete stock of repair parts for machines

# Save The Hot Water For Washing



That's how you can get better work for less money with

## *Cowles* **ESCOLLOID** COLD RINSE FORMULA

It's a simple formula—easy to follow.

Loosen all of the soil with a Straight ESCOLLOID Break

Bring up a good suds with either neutral or built soap. Run a carry-over suds.

Maybe two if the soil is heavy. Bleach—

Then . . . RINSE COLD and get the load out—fast.



Let your Cowles Technical Man show you how easy it is to set up a fuel-saving ESCOLLOID Cold Rinse Formula. You'll save time and money—and your washing quality will improve! Better stain removal with less bleach. A snappier white with lower tensile strength loss.



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